```
SELECT
CUST_CODE,
SUM(CaseThisMonth) AS This,
SUM(CasePrviousMonth) AS Pre,
SUM(CasePastMonth) AS Past,
CASE
  WHEN SUM(CaseThisMonth) = 0 AND ((SUM(CasePrviousMonth) > 0 AND SUM(CasePastMonth) > 0) OR (
SUM(CasePrviousMonth) = 0 AND SUM(CasePastMonth) > 0)) THEN 'Churn'
     WHEN SUM(CaseThisMonth) > 0 AND SUM(CasePrviousMonth) = 0 AND SUM(CasePastMonth) = 0 THE
N 'New'
     WHEN SUM(CaseThisMonth) > 0 AND SUM(CasePrviousMonth) > 0 THEN 'Repeat'
     WHEN SUM(CaseThisMonth) > 0 AND SUM(CasePrviousMonth) = 0 AND SUM(CasePastMonth) > 0 THE
N 'Reactivate'
  ELSE 'ERROR'
END AS Status
FROM
  SELECT
  CUST CODE,
  SHOP DATE,
  PreviousMonth,
  PastMonth,
  CASE
     WHEN SHOP DATE > PreviousMonth AND SHOP DATE > PastMonth THEN 1
     ELSE 0
  END AS CaseThisMonth,
  CASE
     WHEN SHOP_DATE <= PreviousMonth AND SHOP_DATE > PastMonth THEN 1
     ELSE 0
  END AS CasePrviousMonth,
     WHEN SHOP_DATE <= PreviousMonth AND SHOP_DATE <= PastMonth THEN 1
     ELSE 0
  END AS CasePastMonth
  FROM
     SELECT
```

```
Master.CUST_CODE,
     PARSE_DATE('%Y%m%d', CAST(Master.SHOP_DATE AS STRING)) AS SHOP_DATE,
    MinMax.MaxDate,
     DATE_SUB(MinMax.MaxDate, INTERVAL 1 MONTH) As PreviousMonth,
     DATE_SUB(MinMax.MaxDate, INTERVAL 2 MONTH) As PastMonth
     FROM
    (
       SELECT
       CUST_CODE, SHOP_DATE
       FROM 'churn-331521.Churn.ChurnTable'
       WHERE CUST_CODE is not null
    )As Master
    CROSS JOIN
       SELECT Max(PARSE_DATE('%Y%m%d', CAST(SHOP_DATE AS STRING))) as MaxDate
       FROM `churn-331521.Churn.ChurnTable`
       WHERE CUST_CODE is not null
    )As MinMax
  )
)
GROUP BY CUST CODE
```

```
RUN
                    SAVE ▼

    SCHEDULE ▼

                                                                    ☎ MORE ▼
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              SELECT
CUST_CODE,
SHOP_DATE,
               PreviousMonth,
PastMonth,
                    WHEN SHOP_DATE > PreviousMonth AND SHOP_DATE > PastMonth THEN 1
               ELSE 0
END AS CaseThisMonth,
                     :
WHEN SHOP_DATE <= PreviousMonth AND SHOP_DATE > PastMonth THEN []
               ELSE 0
END AS CasePrviousMonth,
                     WHEN SHOP DATE <= PreviousMonth AND SHOP DATE <= PastMonth THEN 1
               END AS CasePastMonth
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             FROM
                   SELECT
                  SELECT Master.CUST_CODE, Master.CUST_CODE, PARSE_DATE ("S'Minido", CAST(Master.SHOP_DATE AS STRING)) AS SHOP_DATE, MINIMAX.MaxDate, INTERVAL [] MONTH) As PreviousMonth, DATE_SUB(MinMax.MaxDate, INTERVAL 2 MONTH) As PastMonth FROM
                   SELECT
CUST_CODE, SHOP_DATE
FROM 'churn-331521.Churn.ChurnTable'
WHERE CUST_CODE is not null
AS Master
CROSS JOIN
                         SELECT Max(PARSE_DATE('%Y%m%d', CAST(SHOP_DATE AS STRING))) as MaxDate FROM "churn-331521.Churn.ChurnTable" WHERE CUST_CODE is not null
                    )As MinMax
        GROUP BY CUST CODE
```

## Query results

**≛** SAVE RESULTS

Query complete (27.7 sec elapsed, 102.6 MB processed)

Job information Results JSON Execution details

Row CUST\_CODE This Pre Past Status 1 CUST0000583261 0 0 201 Churn 43 37 816 2 CUST0000537317 Repeat 3 CUST0000472158 131 68 1816 Repeat 4 CUST0000099658 76 117 2650 Repeat 5 CUST0000556927 0 0 89 Churn 1 162 6 CUST0000128681 0 Churn 7 CUST0000961918 14 43 1002 Repeat 8 CUST0000704959 33 111 851 Repeat 9 CUST0000809769 150 60 2035 Repeat 77 74 1576 10 CUST0000135397 Repeat 11 CUST0000361812 102 38 1361 Repeat 12 CUST0000372422 153 163 2498 Repeat 13 CUST0000871730 32 26 897 Repeat 14 CUST0000605493 79 144 1622 Repeat

## มีปัญหาเรื่อง Authentication เลย export ผลจาก Big Query ไป run ใน Power BI แทนค่ะ



