

```

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,
    CASE
        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
```


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

Customer Status

