```sql
with main_cte as
(
select orderNumber, orderDate, customerNumber, sum(sales_value) as sales_value
from
(select t1.orderNumber, orderDate, customerNumber, productCode
,quantityOrdered * priceEach as sales_value
from orders t1
inner join orderdetails t2
on t1.orderNumber = t2.orderNumber)main
group by orderNumber, orderDate, customerNumber
),
sales_query as
(
select t1.*,customerName, row_number() over (partition by customerName order
by orderDate) as purchase_number,
lag(sales_value) over (partition by customerName order by orderDate) as
prev_sales_value
from main_cte t1
inner join customers t2
on t1.customerNumber = t2.customerNumber
)
select *, sales_value - prev_sales_value as purchase_value_change
from sales_query
where prev_sales_value is not null
```