► RUN   💾 SAVE ▾   🕐 SCHEDULE ▾   ⚙ MORE ▾   ✅ Thi

```
1   SELECT MAX(PARSE_DATE('%Y%m%d', CAST( SHOP_DATE AS STRING ))) AS max_date_time,
2   MIN(PARSE_DATE('%Y%m%d', CAST( SHOP_DATE AS STRING ))) AS min_date_time,
3   CUST_CODE,
4   DATE_DIFF(MAX(PARSE_DATE('%Y%m%d', CAST( SHOP_DATE AS STRING ))),DATE '2008-06-01', DAY) as days_diff_max,
5   DATE_DIFF(MIN(PARSE_DATE('%Y%m%d', CAST( SHOP_DATE AS STRING ))),DATE '2008-06-01', DAY) as days_diff_min,
6   CASE
7       WHEN DATE_DIFF(MAX(PARSE_DATE('%Y%m%d', CAST( SHOP_DATE AS STRING ))),DATE '2008-06-01', DAY) < -30 THEN 'Churned'
8       WHEN DATE_DIFF(MIN(PARSE_DATE('%Y%m%d', CAST( SHOP_DATE AS STRING ))),DATE '2008-06-01', DAY) < 0 THEN 'Reactivate'
9       ELSE 'Active'
10  END AS Status,
11  FROM `nodal-pod-331409.sample_dataset.Supermarket`
12  where CUST_CODE IS NOT NULL
13  GROUP BY CUST_CODE
```

Query results   📥 SAVE RESULTS   📊 EXPLORE DATA ▾

Query complete (0.7 sec elapsed, 10.2 MB processed)

Job information   **Results**   JSON   Execution details

Row	max_date_time	min_date_time	CUST_CODE	days_diff_max	days_diff_min	Status
1	2008-07-03	2006-10-11	CUST0000065412	32	-599	Reactivate
2	2008-07-02	2006-04-14	CUST0000644893	31	-779	Reactivate
3	2008-07-06	2006-06-22	CUST0000863361	35	-710	Reactivate
4	2008-06-10	2006-10-19	CUST0000543374	9	-591	Reactivate
5	2008-07-04	2006-04-10	CUST0000063931	33	-783	Reactivate
6	2008-07-02	2006-04-12	CUST0000997122	31	-781	Reactivate

Customer Movement Analysis

- churn ■ Repeat ■ new