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SELECT CUST_CODE ,

round(SUM(spend)/count(distinct BASKET_ID),2) as Ticket_Size ,

count(distinct BASKET_ID) as Total_Visit ,

round(SUM(spend),2) as Total_Sale ,

count(distinct(BASKET_ID)) as Total_Number_Of_Baskets ,

count(distinct(prod_code)) as Total_Number_Of_Products ,

count(distinct(round(shop_date/100))) as Active_Month,

round(sum(spend) / count(distinct(round(shop_date/100))),2) as ARPU_Month ,

PARSE_DATE('%Y%m%d', CAST(max(shop_date) AS STRING)) as Current_Visit,

PARSE_DATE('%Y%m%d', CAST(min(shop_date) AS STRING)) as Start_Visit,

DATE_DIFF(PARSE_DATE('%Y%m%d', CAST(max(shop_date) AS STRING)), PARSE_DATE('%Y%m%d',
CAST(min(shop_date) AS STRING)), Month) as AOU_Month,

DATE_DIFF(PARSE_DATE('%Y%m%d', CAST(max(shop_date) AS STRING)), PARSE_DATE('%Y%m%d',
CAST(min(shop_date) AS STRING)), day) as AOU_Date,

count(distinct(round(shop_date))) as Active_Day,

round(count(distinct(round(shop_date)))/DATE_DIFF(PARSE_DATE('%Y%m%d', CAST(max(shop_date) AS
STRING)), PARSE_DATE('%Y%m%d', CAST(min(shop_date) AS STRING)), day),2) as Active_Day_rate,

round(count(distinct(round(shop_date/100)))/DATE_DIFF(PARSE_DATE('%Y%m%d', CAST(max(shop_date) AS
STRING)), PARSE_DATE('%Y%m%d', CAST(min(shop_date) AS STRING)), Month),2) as Active_Month_rate,

round(count(distinct BASKET_ID)/count(distinct(round(shop_date/100))),2) as Avg_Visit_Per_Month


FROM `nida-workshop.SUPERMARKET.TRANSACTIONS_2STORES`

where cust_code is Not null

group by cust_code

having DATE_DIFF(PARSE_DATE('%Y%m%d', CAST(max(shop_date) AS STRING)), PARSE_DATE('%Y%m%d',
CAST(min(shop_date) AS STRING)), day) != 0

and DATE_DIFF(PARSE_DATE('%Y%m%d', CAST(max(shop_date) AS STRING)), PARSE_DATE('%Y%m%d',
CAST(min(shop_date) AS STRING)), Month) != 0

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