```
1  WITH MONTH_ACTIVE AS (
2  SELECT CUST_CODE, SUBSTR(CAST(SHOP_DATE AS STRING), 1, 6) AS SHOP_DATE_YEAR_MONTH, SUM(SPEND) AS MONTHLY_SPENDING
3  FROM `nida-workshop.SUPERMARKET.TRANSACTIONS_2STORES`
4  WHERE CUST_CODE IS NOT NULL
5  GROUP BY CUST_CODE, SHOP_DATE_YEAR_MONTH
6  HAVING MONTHLY_SPENDING > 0.01),
7  MIN_YEAR_MONTH AS (
8  SELECT CUST_CODE, MIN(SHOP_DATE_YEAR_MONTH) AS NEW_YEAR_MONTH
9  FROM MONTH_ACTIVE
10 GROUP BY CUST_CODE)
11 SELECT MONTH_ACTIVE.CUST_CODE, SHOP_DATE_YEAR_MONTH,
12 LAG(SHOP_DATE_YEAR_MONTH, 1) OVER (PARTITION BY MONTH_ACTIVE.CUST_CODE ORDER BY SHOP_DATE_YEAR_MONTH, 1) AS SHOP_DATE_YEAR_MONTH_PREV,
13 LEAD(SHOP_DATE_YEAR_MONTH, 1) OVER (PARTITION BY MONTH_ACTIVE.CUST_CODE ORDER BY SHOP_DATE_YEAR_MONTH, 1) AS SHOP_DATE_YEAR_MONTH_NEXT,
14 NEW_YEAR_MONTH,
15 CASE
16   WHEN SHOP_DATE_YEAR_MONTH = NEW_YEAR_MONTH THEN 'NEW CUSTOMER'
17   WHEN LEAD(SHOP_DATE_YEAR_MONTH, 1) OVER (PARTITION BY MONTH_ACTIVE.CUST_CODE ORDER BY SHOP_DATE_YEAR_MONTH, 1) IS NULL THEN 'CUSTOMER CHURN'
18   WHEN CAST(LAG(SHOP_DATE_YEAR_MONTH, 1) OVER (PARTITION BY MONTH_ACTIVE.CUST_CODE ORDER BY SHOP_DATE_YEAR_MONTH, 1) AS NUMERIC) =
     CAST(SHOP_DATE_YEAR_MONTH AS NUMERIC)-1 THEN   'CUSTOMER REPEAT'
19   WHEN CAST(SHOP_DATE_YEAR_MONTH AS NUMERIC)-CAST(LAG(SHOP_DATE_YEAR_MONTH, 1) OVER (PARTITION BY MONTH_ACTIVE.CUST_CODE
20   ORDER BY SHOP_DATE_YEAR_MONTH,  1) AS   NUMERIC) = 89 THEN 'CUSTOMER REPEAT'
21   ELSE 'REACTIVATE'
22 END AS CUSTOMER_STATUS
23 FROM MONTH_ACTIVE
24 JOIN MIN_YEAR_MONTH
25 ON MONTH_ACTIVE.CUST_CODE = MIN_YEAR_MONTH.CUST_CODE
26 ORDER BY CUST_CODE
```

## Result

| แถว | CUST_CODE | SHOP_DATE_YEAR_MONTH | SHOP_DATE_YEAR_MONTH_PREV | SHOP_DATE_YEAR_MONTH_NEXT | NEW_YEAR_MONTH | CUSTOMER_STATUS |
|---|---|---|---|---|---|---|
| 1 | CUST0000000181 | 200701 | null | null | 200701 | NEW CUSTOMER |
| 2 | CUST0000000369 | 200604 | null | 200605 | 200604 | NEW CUSTOMER |
| 3 | CUST0000000369 | 200605 | 200604 | 200606 | 200604 | CUSTOMER REPEAT |
| 4 | CUST0000000369 | 200606 | 200605 | 200607 | 200604 | CUSTOMER REPEAT |
| 5 | CUST0000000369 | 200607 | 200606 | 200608 | 200604 | CUSTOMER REPEAT |
| 6 | CUST0000000369 | 200608 | 200607 | 200609 | 200604 | CUSTOMER REPEAT |
| 7 | CUST0000000369 | 200609 | 200608 | 200610 | 200604 | CUSTOMER REPEAT |
| 8 | CUST0000000369 | 200610 | 200609 | 200611 | 200604 | CUSTOMER REPEAT |