

```

SELECT
Month, NewCust, RepeatCust, ReactiveCust,
Total , LAG(Total,1) OVER (ORDER BY Month ASC) as PreviousSum,
RepeatCust - LAG(Total,1) OVER (ORDER BY Month ASC) as Churn
FROM
(SELECT Month,
COUNT(CASE WHEN STATUS = 'NEW' THEN CUST_CODE ELSE NULL END) as NewCust,
COUNT(CASE WHEN STATUS = 'REPEAT' THEN CUST_CODE ELSE NULL END) as RepeatCust,
COUNT(CASE WHEN STATUS = 'REACTIVATED' THEN CUST_CODE ELSE NULL END) as ReactiveCust,
COUNT(STATUS) as Total
FROM
(SELECT PREVIOUS_MONTH, Month, CUST_CODE,
CASE
WHEN DATE_DIFF(Month, PREVIOUS_MONTH, MONTH) IS NULL THEN 'NEW'
WHEN DATE_DIFF(Month, PREVIOUS_MONTH, MONTH) = 1 THEN 'REPEAT'
WHEN DATE_DIFF(Month, PREVIOUS_MONTH, MONTH) > 1 THEN 'REACTIVATED'
ELSE NULL END AS STATUS
FROM
(SELECT LAG(Month,1) OVER
(PARTITION BY CUST_CODE ORDER BY Month ASC) as PREVIOUS_MONTH,Month,CUST_CODE
FROM
(SELECT DISTINCT DATE_TRUNC(PARSE_DATE('%Y%m%d', CAST(SHOP_DATE as STRING)),MONTH)
as Month,CUST_CODE
FROM savvy-generator-308708.Supermarket_Data.Supermarket_Table
WHERE CUST_CODE IS NOT NULL
)
)
)
GROUP BY Month
)
ORDER BY Month

```