Conditions for separating the customer types

Customer Types	Current Month	Current Month-1	Current Month-2	Current Month-3
New				
Repeat				
Reactive				
Churn				

The customers have transactions on the month.

The customers don't have the transactions on the month.

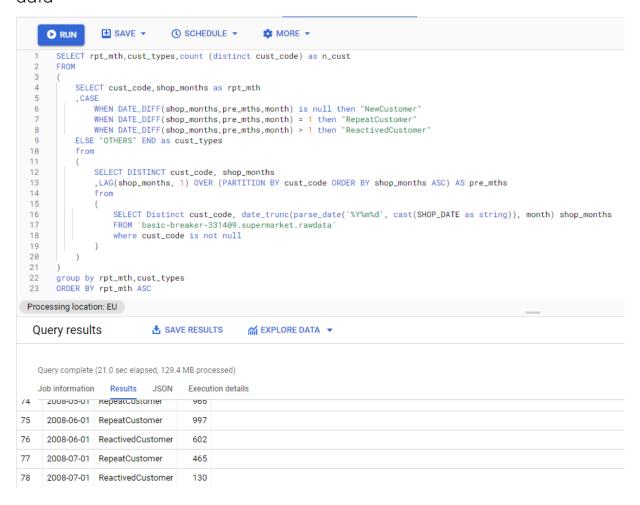
Not specified

Target Final Table for Exploring with Data Studio

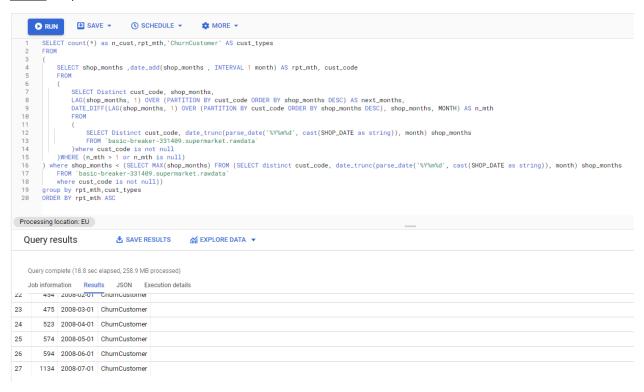
date	cust_types	n_cust
2008-07-01	ChurnCustomer	XXXX
2008-07-01	RepeatCustome	XXX
2008-07-01	ReactiveCustom	XXXX
2008-06-01	NewCustomer	XX

Summary Result

<u>Part1</u>: Separate NewCustomer, RepeatCustomer and ReactivedCustomer from raw data



Part2: Separate Churn Customers from raw data



Part3: Combine the data in Part1 and Part2 by using union all

Part4: Result (Explore with Data Studio)

