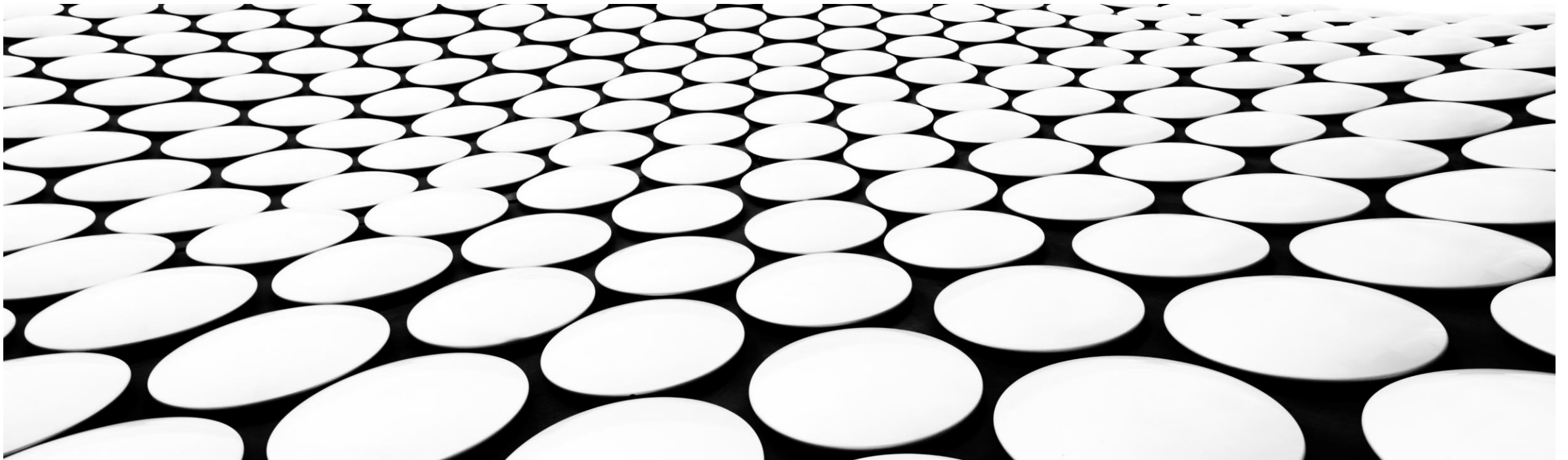


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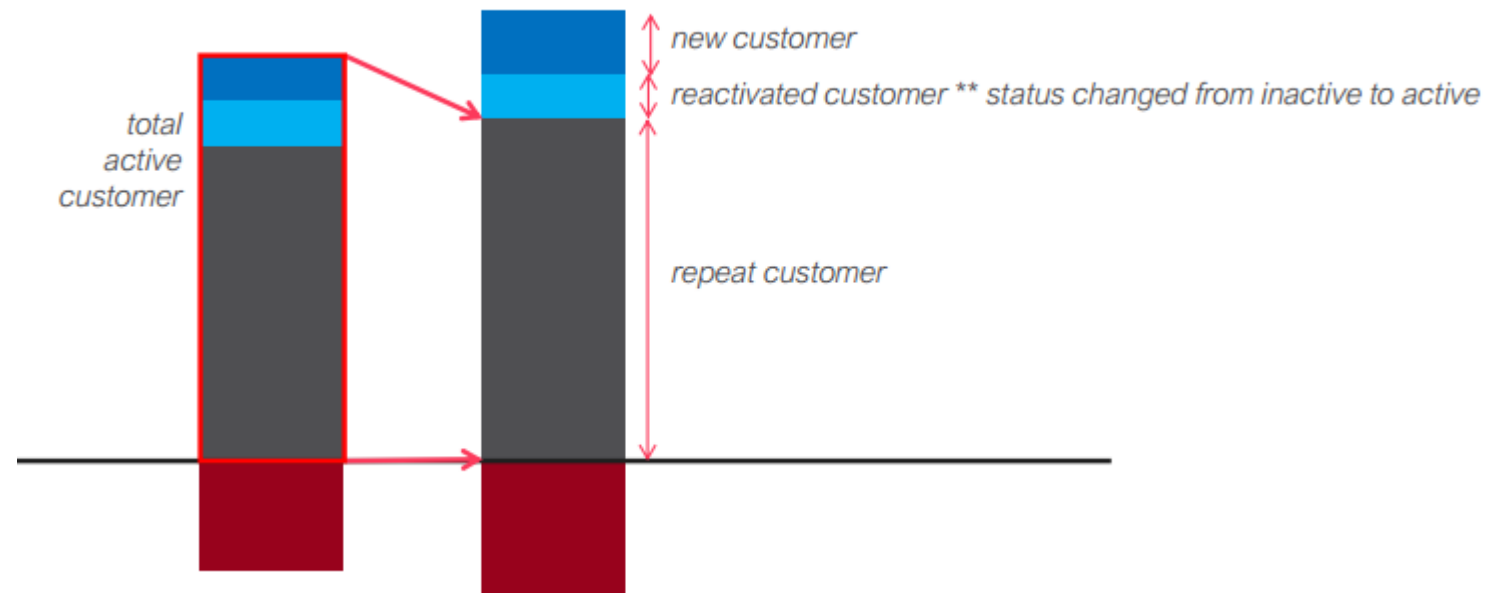
# CUSTOMER MOVEMENT ANALYSIS

SRISUDA WONGVORARUJ



# DESCRIPTION

- **New Customer** : Customer who never appeared in the previous months.
- **Reactivated Customer** : Customers who bought then disappear. The previous month did not appear but come back and buy in this month
- **Repeat Customer** : Customers who bought last month and still buy in this month.
- **Churn Customer** : Customers who bought last month but this month did not appear.



# SQL CODE

Query editor

[+ COMPOSE NEW QUERY](#)

```
1 SELECT SHOP_MONTH,NEW_STATUS,REPEAT_STATUS,REACTIVE_STATUS,
2 TOTAL , LAG(TOTAL, 1)OVER(ORDER BY SHOP_MONTH ASC) as PREVIOUS_TOTAL,
3 REPEAT_STATUS - LAG(TOTAL, 1)OVER(ORDER BY SHOP_MONTH ASC) as CHURN_STATUS
4
5 FROM (SELECT SHOP_MONTH,
6         COUNT(CASE WHEN STATUS = 'NEW' THEN CUST_CODE ELSE NULL END) as NEW_STATUS,
7         COUNT(CASE WHEN STATUS = 'REPEAT' THEN CUST_CODE ELSE NULL END) as REPEAT_STATUS,
8         COUNT(CASE WHEN STATUS = 'REACTIVE' THEN CUST_CODE ELSE NULL END) as REACTIVE_STATUS,
9         COUNT(STATUS) as TOTAL
10 FROM (SELECT PREVIOUS_MONTH, SHOP_MONTH, CUST_CODE,
11 CASE WHEN DATE_DIFF(SHOP_MONTH, PREVIOUS_MONTH, MONTH) IS NULL THEN 'NEW'
12       WHEN DATE_DIFF(SHOP_MONTH, PREVIOUS_MONTH, MONTH) = 1 THEN 'REPEAT'
13       WHEN DATE_DIFF(SHOP_MONTH, PREVIOUS_MONTH, MONTH) > 1 THEN 'REACTIVE'
14       ELSE NULL END AS STATUS
15 FROM (SELECT LAG(SHOP_MONTH, 1)OVER(PARTITION BY CUST_CODE ORDER BY SHOP_MONTH ASC) as PREVIOUS_MONTH, SHOP_MONTH, CUST_CODE
16 FROM (SELECT
17 DISTINCT DATE_TRUNC(PARSE_DATE('%Y%m%d', CAST(SHOP_DATE as STRING)),MONTH) as SHOP_MONTH, CUST_CODE
18 FROM `bads7105-318514.CustomerMovement.Movement`
19 WHERE CUST_CODE IS NOT NULL)))
20 GROUP BY SHOP_MONTH)
21 ORDER BY SHOP_MONTH
```

# Customer Movement Analysis

