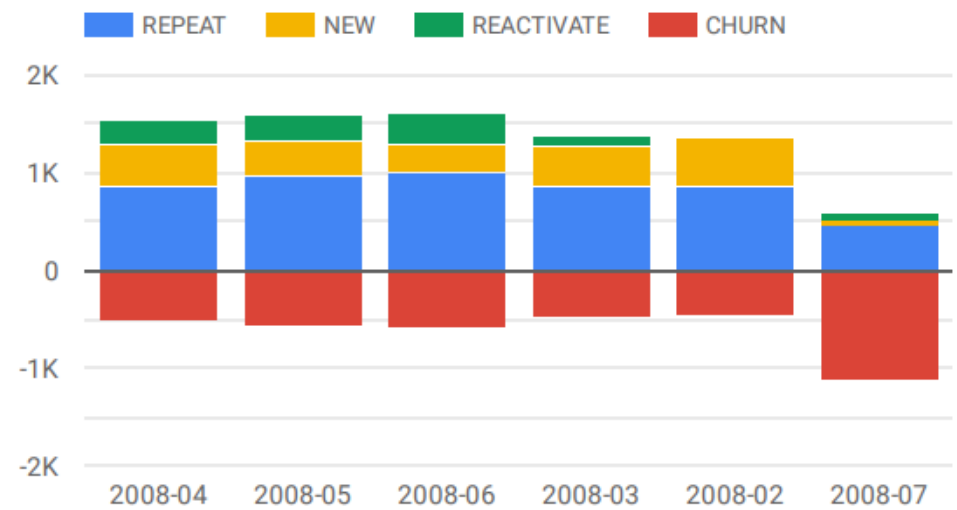


Customer Movement

Data last 6 months (April 2008 – July 2008)

	Month ▾	flag	number
1.	2008-07	REPEAT	465
2.	2008-07	CHURN	-1,134
3.	2008-07	REACTIVATE	85
4.	2008-07	NEW	45
5.	2008-06	CHURN	-594
6.	2008-06	REPEAT	997
7.	2008-06	REACTIVATE	308
8.	2008-06	NEW	294

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Code data Year 2008 6 Month

```

with churn as (SELECT CUST_CODE,
CASE WHEN m072008=1 AND m012008+m022008+m032008+m042008+m052008+m062008=0 THEN 'NEW'
      WHEN m072008=1 AND m062008=1 THEN 'REPEAT'
      WHEN m072008=1 THEN 'REACTIVATE'
      WHEN m072008=0 AND m062008=1 THEN 'CHURN' END AS FLAG200807,
CASE WHEN m062008=1 AND m012008+m022008+m032008+m042008+m052008=0 THEN 'NEW'
      WHEN m062008=1 AND m052008=1 THEN 'REPEAT'
      WHEN m062008=1 THEN 'REACTIVATE'
      WHEN m062008=0 AND m052008=1 THEN 'CHURN' END AS FLAG200806,
CASE WHEN m052008=1 AND m012008+m022008+m032008+m042008=0 THEN 'NEW'
      WHEN m052008=1 AND m042008=1 THEN 'REPEAT'
      WHEN m052008=1 THEN 'REACTIVATE'
      WHEN m052008=0 AND m042008=1 THEN 'CHURN' END AS FLAG200805,
CASE WHEN m042008=1 AND m012008+m022008+m032008=0 THEN 'NEW'
      WHEN m042008=1 AND m032008=1 THEN 'REPEAT'
      WHEN m042008=1 THEN 'REACTIVATE'
      WHEN m042008=0 AND m032008=1 THEN 'CHURN' END AS FLAG200804,
CASE WHEN m032008=1 AND m012008+m022008=0 THEN 'NEW'
      WHEN m032008=1 AND m022008=1 THEN 'REPEAT'
      WHEN m032008=1 THEN 'REACTIVATE'
      WHEN m032008=0 AND m022008=1 THEN 'CHURN' END AS FLAG200803,
CASE WHEN m022008=1 AND m012008=0 THEN 'NEW'
      WHEN m022008=1 AND m012008=1 THEN 'REPEAT'
      WHEN m022008=1 THEN 'REACTIVATE'
      WHEN m022008=0 AND m012008=1 THEN 'CHURN' END AS FLAG200802,

FROM
(SELECT CUST_CODE,
SUM(m012008) AS m012008,
SUM(m022008) AS m022008,
SUM(m032008) AS m032008,
SUM(m042008) AS m042008,
SUM(m052008) AS m052008,
SUM(m062008) AS m062008,
SUM(m072008) AS m072008
FROM
(SELECT CUST_CODE,
CASE WHEN NEWMONTH = '200801' THEN 1 ELSE 0 END AS m012008,
CASE WHEN NEWMONTH = '200802' THEN 1 ELSE 0 END AS m022008,
CASE WHEN NEWMONTH = '200803' THEN 1 ELSE 0 END AS m032008,
CASE WHEN NEWMONTH = '200804' THEN 1 ELSE 0 END AS m042008,
CASE WHEN NEWMONTH = '200805' THEN 1 ELSE 0 END AS m052008,
CASE WHEN NEWMONTH = '200806' THEN 1 ELSE 0 END AS m062008,
CASE WHEN NEWMONTH = '200807' THEN 1 ELSE 0 END AS m072008
FROM
(SELECT DISTINCT LEFT(CAST(SHOP_DATE AS STRING),6) AS NEWMONTH ,CUST_CODE
FROM `storied-smile-331409.supermarket.supermarket`
WHERE CUST_CODE IS NOT NULL)
)
GROUP BY 1
)
)

SELECT NEWMONTH,
      flag,
      CASE WHEN flag = 'CHURN' THEN (-1)*num ELSE num END AS number
FROM
(SELECT '200807' as NEWMONTH,
      FLAG200807 as flag,
      count(CUST_CODE) as num
FROM churn
group by 1,2

```

```

UNION ALL

SELECT '200806' as NEWMONTH,
       FLAG200806 as flag,
       count(CUST_CODE) as num
FROM churn
group by 1,2

UNION ALL

SELECT '200805' as NEWMONTH,
       FLAG200805 as flag,
       count(CUST_CODE) as num
FROM churn
group by 1,2

UNION ALL

SELECT '200804' as NEWMONTH,
       FLAG200804 as flag,
       count(CUST_CODE) as num
FROM churn
group by 1,2

UNION ALL

SELECT '200803' as NEWMONTH,
       FLAG200803 as flag,
       count(CUST_CODE) as num
FROM churn
group by 1,2

UNION ALL

SELECT '200802' as NEWMONTH,
       FLAG200802 as flag,
       count(CUST_CODE) as num
FROM churn
group by 1,2
)
WHERE flag IS NOT NULL

```