```sql
SELECT * ,
CASE
    WHEN status IS NOT NULL and status="Churn" THEN -1
    WHEN status IS NOT NULL and status<>"Churn" THEN 1
    ELSE 0
END AS status_value
FROM(SELECT *FROM(SELECT year_month,min_date,CHECK,prev_month,
CASE
    WHEN min_date=year_month THEN "New"
    WHEN min_date>year_month THEN NULL
    WHEN prev_month IS NOT NULL AND CHECK="1" THEN "Repeat"
    WHEN prev_month IS NULL AND CHECK="1" AND min_date<year_month THEN "Reactivated"
        WHEN prev_month IS NOT NULL AND CHECK IS NULL THEN "Churn"
ELSE NULL
END AS status
FROM (SELECT year_month,min_date,CHECK,
        LAG(CHECK) OVER (PARTITION BY CUST_CODE ORDER BY year_month) AS prev_month
FROM
(SELECT master_table2.year_month,master_table2.CUST_CODE,master_table2.CUST_CODE_ym,master_table2.min_date, t
able4.CHECK
FROM
(SELECT master_table.year_month,master_table.CUST_CODE,master_table.CUST_CODE_ym,min_date_table.min_date
FROM (SELECT year_month,CUST_CODE,CONCAT(CUST_CODE,year_month) AS CUST_CODE_ym
FROM(SELECT table1.year_month,table2.CUST_CODE
FROM
(SELECT DISTINCT FORMAT_DATETIME("%Y-%m", SHOP_DATE) AS year_month
FROM (SELECT PARSE_DATE('%Y%m%d', CAST(SHOP_DATE AS STRING)) AS SHOP_DATE
FROM `potent-duality-331409.SuperMarketData.SuperMarketDataSample`
WHERE CUST_CODE IS NOT NULL)
ORDER BY year_month)table1

CROSS JOIN
(SELECT DISTINCT CUST_CODE
FROM `potent-duality-331409.SuperMarketData.SuperMarketDataSample`
WHERE CUST_CODE IS NOT NULL
ORDER BY CUST_CODE)table2))master_table
JOIN
(SELECT
CUST_CODE,
MIN(FORMAT_DATETIME("%Y-%m",SHOP_DATE)) as min_date
FROM (SELECT PARSE_DATE('%Y%m%d', CAST(SHOP_DATE AS STRING)) AS SHOP_DATE,
CUST_CODE
FROM`potent-duality-331409.SuperMarketData.SuperMarketDataSample`
WHERE CUST_CODE IS NOT NULL)
GROUP BY CUST_CODE)min_date_table
ON master_table.CUST_CODE=min_date_table.CUST_CODE)master_table2
LEFT JOIN
(SELECT CONCAT(CUST_CODE,year_month) AS CUST_CODE_ym,"1" AS CHECK FROM
(SELECT CUST_CODE,year_month
FROM(SELECT CUST_CODE,
FORMAT_DATETIME("%Y-%m", SHOP_DATE) AS year_month
FROM (SELECT PARSE_DATE('%Y%m%d', CAST(SHOP_DATE AS STRING)) AS SHOP_DATE,CUST_CODE
FROM`potent-duality-331409.SuperMarketData.SuperMarketDataSample`
WHERE CUST_CODE IS NOT NULL)
GROUP BY CUST_CODE, year_month))table3)table4
ON master_table2.CUST_CODE_ym =table4.CUST_CODE_ym
ORDER BY table4.CHECK)))
WHERE status IS NOT NULL
ORDER BY year_month)
```