```sql
WITH subq AS
  (SELECT
    DISTINCT DATE_TRUNC(PARSE_DATE("%Y%m%d",CAST (SHOP_DATE AS STRING)), MONTH) AS Current_Month,
    CUST_CODE
  FROM (SELECT * FROM`animated-spider-298408.SupermarketData.SupermarketData`)
  WHERE CUST_CODE IS NOT NULL
  ORDER BY CUST_CODE DESC, Current_Month DESC)

SELECT
  Current_Month,
  SUM(Cust_New) AS Cust_New,
  SUM(Cust_Repeat) AS Cust_Repeat,
  SUM(Cust_Reactivate) AS Cust_Reactivate,
  (-1) * LEAD(SUM(Cust_Churn)) OVER (ORDER BY Current_Month DESC) AS Cust_Churn,
FROM
  (SELECT
    Current_Month,
    Last_Visit,
    Next_Visit,
    DATE_DIFF(Current_Month, Last_Visit, MONTH) As Last_Diff,
    DATE_DIFF(Next_Visit, Current_Month, MONTH) As Next_Diff,
    CUST_CODE,
    CASE WHEN Last_Visit IS NULL THEN 1 ELSE 0 END AS Cust_New,
    CASE WHEN DATE_DIFF(Current_Month, Last_Visit, MONTH) = 1 THEN 1 ELSE 0 END AS Cust_Repeat,  #Repeat in that month
    CASE WHEN DATE_DIFF(Current_Month, Last_Visit, MONTH) > 1 THEN 1 ELSE 0 END AS Cust_Reactivate,  #Reactive in that month
    CASE WHEN DATE_DIFF(Next_Visit, Current_Month, MONTH) != 1 OR Next_Visit IS NULL THEN 1 ELSE 0 END AS Cust_Churn,  #Churn in next month
    FROM
      (SELECT Current_Month,
      LEAD(Current_Month) OVER (PARTITION BY CUST_CODE ORDER BY Current_Month DESC) AS Last_Visit,
      LAG(Current_Month) OVER (PARTITION BY CUST_CODE ORDER BY Current_Month DESC) AS Next_Visit,
      CUST_CODE
      FROM subq)
  ORDER BY CUST_CODE DESC, Current_Month DESC)
GROUP BY Current_Month
ORDER BY Current_Month
```