

WITH

prep_data AS (

SELECT distinct CUST_CODE as cust_code, PARSE_DATE("%Y%m%d", CAST(SHOP_DATE AS STRING)) AS date

FROM `crm-bads.supermarket.supermarket_crm`

WHERE CUST_CODE is not null),

cross_date_cust AS (

SELECT distinct *

FROM

(SELECT FORMAT_DATE("%Y-%m", master_date) as master_date

FROM UNNEST(GENERATE_DATE_ARRAY((SELECT min(date) from prep_data), '2008-07-31', INTERVAL 1 MONTH)) AS master_date)

CROSS JOIN

(SELECT cust_code FROM prep_data)),

max_min_date_data AS (

SELECT t1.cust_code, FORMAT_DATE("%Y-%m",max_date) as max_date, FORMAT_DATE("%Y-%m",min_date) as min_date,
FORMAT_DATE("%Y-%m", latest_date) as latest_date

FROM

(SELECT cust_code, max(date) as max_date, (SELECT max(date) as max_date FROM prep_data) as latest_date

FROM prep_data

group by cust_code) as t1

LEFT JOIN

(SELECT cust_code, min(date) as min_date

FROM prep_data

group by cust_code) as t2

on t1.cust_code = t2.cust_code)

SELECT *

FROM(

SELECT

cust_code,

master_date,

```

min_date,

CASE

WHEN cust_code_came = first_date THEN 'new'

WHEN cust_code_came = previous_month THEN 'repeat'

WHEN cust_code_came is null THEN 'churn'

WHEN previous_month is null and cust_code_came is not null THEN 'reactivated'

END as status,


CASE

WHEN cust_code_came = first_date THEN 1

WHEN cust_code_came = previous_month THEN 1

WHEN cust_code_came is null THEN -1

WHEN previous_month is null and cust_code_came is not null THEN 1

END as status_no


FROM(

    SELECT t1.*, t2.cust_code as cust_code_came, t4.cust_code as first_date, t3.cust_code as last_date, LAG(t2.cust_code) OVER (PARTITION
    BY t1.cust_code ORDER BY master_date) as previous_month, t5.min_date as min_date

    FROM cross_date_cust as t1


LEFT JOIN

( SELECT distinct cust_code, FORMAT_DATE("%Y-%m", date) as date FROM prep_data ) as t2

ON t1.master_date = t2.date and t1.cust_code = t2.cust_code


LEFT JOIN max_min_date_data as t3

ON t1.master_date = t3.max_date and t1.cust_code = t3.cust_code


LEFT JOIN max_min_date_data as t4

ON t1.master_date = t4.min_date and t1.cust_code = t4.cust_code


LEFT JOIN max_min_date_data as t5

ON t1.cust_code = t5.cust_code

ORDER BY master_date))

```

WHERE master_date >= min_date

Row	cust_code	master_date	min_date	status	status_no
1	CUST0000104537	2006-04	2006-04	new	1
2	CUST0000281501	2006-04	2006-04	new	1
3	CUST0000314122	2006-04	2006-04	new	1
4	CUST0000320706	2006-04	2006-04	new	1
5	CUST0000322562	2006-04	2006-04	new	1
6	CUST0000372188	2006-04	2006-04	new	1
7	CUST0000537317	2006-04	2006-04	new	1
8	CUST0000915945	2006-04	2006-04	new	1
9	CUST0000943833	2006-04	2006-04	new	1
10	CUST0000991491	2006-04	2006-04	new	1
11	CUST0000035601	2006-04	2006-04	new	1
12	CUST0000178139	2006-04	2006-04	new	1
13	CUST0000268287	2006-04	2006-04	new	1
14	CUST0000349165	2006-04	2006-04	new	1
15	CUST0000599230	2006-04	2006-04	new	1
16	CUST0000651348	2006-04	2006-04	new	1

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