

Customer Movement Analysis

For each reporting month, customers are grouped into 4 categories defined by the definition below

Current: made purchases this month (M)

Previous: made purchases last month (M-1)

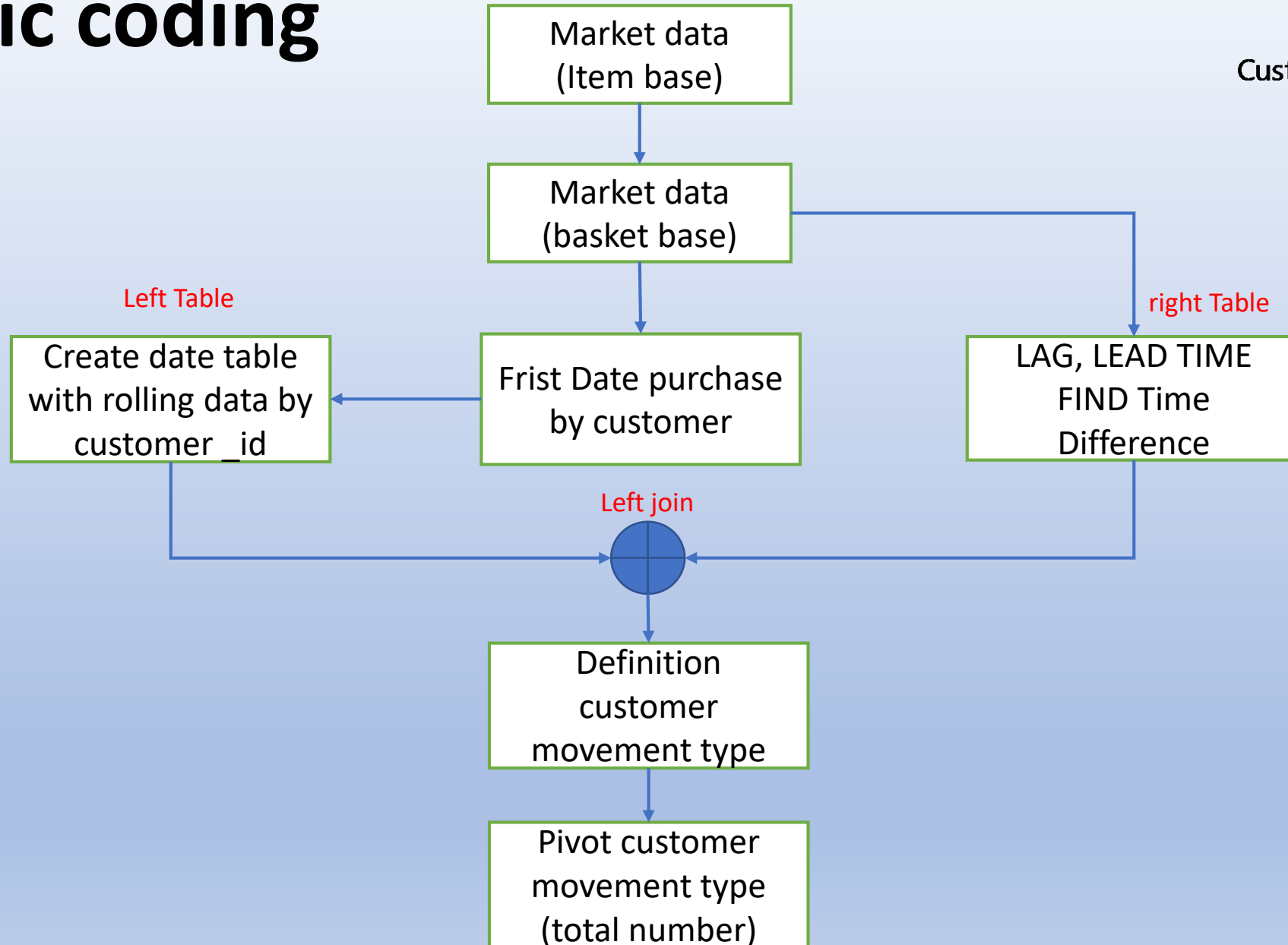
Before: made purchase before last month (< M-1)

Status	Current	Previous	Before
Repeat Customer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Reactivated Customer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
New Customer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Churn Customer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

Logic coding



Customer_movement_query.sql



Customer Movement Analysis Graph

