

```

SELECT
    SHOP_MONTH,
    NEW_STATUS,
    REPEAT_STATUS,
    REACTIVE_STATUS,
    TOTAL , LAG(TOTAL, 1)OVER(ORDER BY SHOP_MONTH ASC) as PREVIOUS_TOTAL,
    REPEAT_STATUS - LAG(TOTAL, 1)OVER(ORDER BY SHOP_MONTH ASC) as CHURN_STATUS
FROM
    (SELECT
        SHOP_MONTH,
        COUNT(CASE WHEN STATUS = 'NEW' THEN CUST_CODE ELSE NULL END) as NEW_STATUS,
        COUNT(CASE WHEN STATUS = 'REPEAT' THEN CUST_CODE ELSE NULL END) as REPEAT_STATUS,
        COUNT(CASE WHEN STATUS = 'REACTIVE' THEN CUST_CODE ELSE NULL END) as REACTIVE_STATUS,
        COUNT(STATUS) as TOTAL
    FROM
        (SELECT
            PREVIOUS_MONTH, SHOP_MONTH, CUST_CODE,
            CASE
                WHEN DATE_DIFF(SHOP_MONTH, PREVIOUS_MONTH, MONTH) IS NULL THEN 'NEW'
                WHEN DATE_DIFF(SHOP_MONTH, PREVIOUS_MONTH, MONTH) = 1 THEN 'REPEAT'
                WHEN DATE_DIFF(SHOP_MONTH, PREVIOUS_MONTH, MONTH) > 1 THEN 'REACTIVE'
            ELSE NULL END AS STATUS
        FROM
            (SELECT
                LAG(SHOP_MONTH, 1)OVER(PARTITION BY CUST_CODE ORDER BY SHOP_MONTH ASC) as PREVIOUS_MONTH,
                SHOP_MONTH,
                CUST_CODE
            FROM
                (SELECT
                    DISTINCT DATE_TRUNC(PARSE_DATE('%Y%m%d', CAST(SHOP_DATE as STRING)),MONTH) as SHOP_MONTH,
                    CUST_CODE
                FROM `supermarket-sirirate.supermarket.customer_movement`
                WHERE CUST_CODE IS NOT NULL
                )
            )
        )
    )
    GROUP BY SHOP_MONTH
)
ORDER BY SHOP_MONTH

```

<https://console.cloud.google.com/bigquery?sq=965817646453:3a8683ff41bd4b02821d37c63fec8bc0>