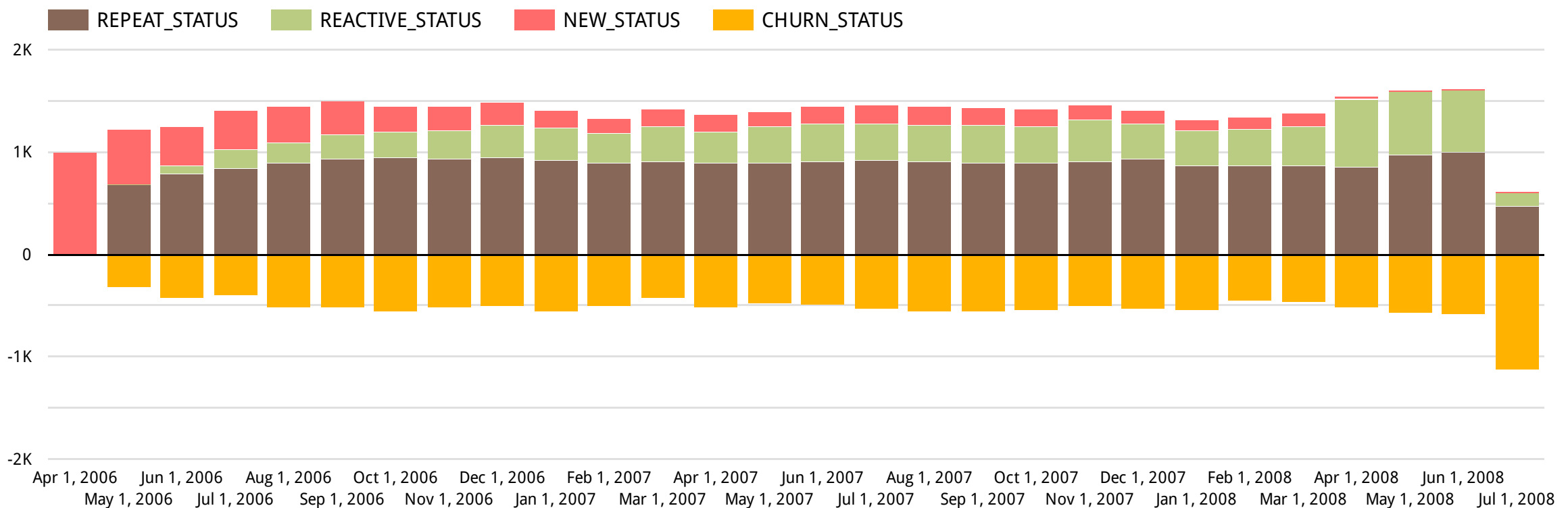# Customer Movement Analysis

<u>Dataset</u> : Supermarket (selected only Customer code & Purchase date)
<u>Tools</u> :
*   - Google Big Query : for SQL data query*
*   - Google Studio : for visualize result and and create live dashboards directly from query*

<u>*Status*</u>
> New : Customers who are in the current month and never been before
> Repeat : Customers who are in the current month and were in the previous month
> Reactivate : Customers who are in the current month and have been before but not in the previous month
> Churn : Customers who are not in the current month but have been before