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1  SELECT Month_C , SUM(NEW_C) AS SUM_NEW, SUM(REPAT) AS SUM_REPAT, SUM(REACTIVE) AS SUM_REACTIVE, SUM(CHURN)*(-1) AS SUM_CHURN
2  FROM (SELECT CUST_CODE,MONTH_C, LAST_MONTH, NEXT_MONTH, DATE_DIFF(MONTH_C, LAST_MONTH, MONTH), DATE_DIFF(NEXT_MONTH, MONTH_C, MONTH),
3         CASE WHEN LAST_MONTH IS NULL THEN 1 ELSE 0 END AS NEW_C,
4         CASE WHEN DATE_DIFF(MONTH_C, LAST_MONTH, MONTH) = 1 THEN 1 ELSE 0 END AS REPAT,
5         CASE WHEN DATE_DIFF(MONTH_C, LAST_MONTH, MONTH) > 1 THEN 1 ELSE 0 END AS REACTIVE,
6         CASE WHEN DATE_DIFF(NEXT_MONTH, MONTH_C, MONTH) > 1 AND (MONTH_C != "2006-04-01") THEN 1 ELSE 0 END AS CHURN
7         FROM (SELECT CUST_CODE, MONTH_C, LEAD(MONTH_C) OVER (PARTITION BY CUST_CODE ORDER BY Month_C DESC) AS LAST_MONTH,
8                LAG(MONTH_C) OVER (PARTITION BY CUST_CODE ORDER BY Month_C DESC) AS NEXT_MONTH
9                FROM ((SELECT DISTINCT DATE_TRUNC(PARSE_DATE("%Y%m%d", CAST(SHOP_DATE AS STRING)), MONTH) AS Month_C, CUST_CODE
10                   FROM (SELECT * FROM 'buoyant-history-274014.super.churn')
11                      WHERE CUST_CODE IS NOT NULL
12                      ORDER BY CUST_CODE DESC , MONTH_C DESC))
13                ORDER BY CUST_CODE DESC , MONTH_C ASC)
14         ORDER BY MONTH_C DESC)
15  GROUP BY Month_C
16  ORDER BY MONTH_C ASC
17

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