

```

1 SELECT SHOP_DATE , TYPE_CUSTOMER ,COUNT(1) AS NUM_TYPE
2 FROM (
3 with src as (
4
5     SELECT SHOP_DATE , LAST_SH_DT , CUST_CODE
6     FROM
7     (
8         SELECT SHOP_DATE
9         ,LAST_DAY(CAST(CONCAT(CONCAT(SUBSTRING(CAST(SHOP_DATE AS STRING),1,4) ,'-')
10        ,CONCAT(SUBSTRING(CAST(SHOP_DATE AS STRING),5,2),'-')
11        ,SUBSTRING(CAST(SHOP_DATE AS STRING),7,2) ) AS DATE)) AS LAST_SH_DT
12        ,CUST_CODE
13        FROM `my-project-nida.Supermarket_Data.Supermarket_Data`
14        where CUST_CODE is not null
15    ) AS X
16    GROUP BY SHOP_DATE , LAST_SH_DT , CUST_CODE
17 )
18 select S.SHOP_DATE ,
19        S.CUST_CODE,
20        CASE WHEN N.CUST_CODE IS NOT NULL AND NEW_CUST.CUST_CODE IS NOT NULL THEN 'NEW CUSTOMET'
21              WHEN N.CUST_CODE IS NOT NULL AND P.CUST_CODE IS NOT NULL THEN 'REPEAT CUSTOMER'
22              WHEN N.CUST_CODE IS NOT NULL AND P.CUST_CODE IS NULL AND OLD_CUST.CUST_CODE IS NOT NULL THEN 'REACTIVATED CUSTOMER'
23              ELSE 'CHURN CUSTOMET'
24        END AS TYPE_CUSTOMER
25 from src s
26 LEFT join src as p on s.CUST_CODE = p.CUST_CODE and DATE_SUB(DATE_TRUNC(s.LAST_SH_DT, MONTH), INTERVAL 1 DAY) = p.LAST_SH_DT
27 LEFT join src as n on s.CUST_CODE = n.CUST_CODE and S.LAST_SH_DT = n.LAST_SH_DT
28 LEFT join (
29     SELECT COUNT(1) , CUST_CODE
30     FROM src
31     GROUP BY CUST_CODE
32     HAVING COUNT(1) = 1
33     ) AS NEW_CUST ON S.CUST_CODE = NEW_CUST.CUST_CODE
34 LEFT join (
35     SELECT COUNT(1) , CUST_CODE
36     FROM src
37     GROUP BY CUST_CODE
38     HAVING COUNT(1) > 1
39     ) AS OLD_CUST ON S.CUST_CODE = OLD_CUST.CUST_CODE
40
41 ) AS Y
42 GROUP BY SHOP_DATE , TYPE_CUSTOMER
43 ORDER BY SHOP_DATE

```

