```sql
1   SELECT    CW AS WEEK,    NEW_CUST,    REPEAT_CUST,    RETURN_CUST,    REPEAT_CUST - LAG(TOT, 1) OVER(ORDER BY CW) AS CHURN_CUST
2   FROM (
3     SELECT  CW,
4       COUNT(CASE WHEN STATUS = 'NEW' THEN CC ELSE NULL END) AS NEW_CUST,
5       COUNT(CASE WHEN STATUS = 'REP' THEN CC ELSE NULL END) AS REPEAT_CUST,
6       COUNT(CASE WHEN STATUS = 'RET' THEN CC ELSE NULL END) AS RETURN_CUST,
7       COUNT(CC) AS TOT
8     FROM (
9       SELECT
10        PRE_W,
11        CW,
12        CC,
13        CASE
14          WHEN DATE_DIFF(CW, PRE_W, DAY) IS NULL THEN 'NEW'
15          WHEN DATE_DIFF(CW, PRE_W, DAY) <= 7 THEN 'REP'
16          WHEN DATE_DIFF(CW, PRE_W, DAY) > 7 THEN 'RET'
17        ELSE
18          NULL
19        END
20          AS STATUS
21      FROM (
22        SELECT
23          LAG(CW, 1)OVER(PARTITION BY CC ORDER BY CW) AS PRE_W,
24          CW,
25          CC
26        FROM (
27          SELECT
28            DISTINCT DATE_TRUNC(PARSE_DATE('%Y%m%d',
29              SHOP_DATE), WEEK) AS CW,
30            CUST_CODE AS CC
31          FROM
32            `suthasinee-project.my_dataset.my_market`
33          WHERE
34            CUST_CODE IS NOT NULL)))
35    GROUP BY
36      CW)
37  ORDER BY
38    WEEK ASC;
```