

6310422031 ธนัตถ์กรรณ์ ชื่นบรรลือสุข

GROUP ให้เหลือแค่ SHOP_MONTH กับ CUST_CODE แล้วนับจำนวนที่เคยมา กับเคยมาไม่นับเดือนที่แล้ว

```
SELECT CONCAT(CAST(a.SHOP_MONTH AS STRING), '01'), a.CUST_CODE, a.SHOW ,
      (SELECT COUNT(b.CUST_CODE)
       FROM `exzybot.BADS7105.SuperMarket` b
       WHERE a.CUST_CODE = b.CUST_CODE AND
       DATE_DIFF(
         PARSE_DATE('%Y%m%d', CONCAT(a.SHOP_MONTH, '01')),
         PARSE_DATE('%Y%m%d', CAST(b.SHOP_DATE AS STRING)),
         DAY
       ) > 0
      ) AS PAST,
      (SELECT COUNT(c.CUST_CODE)
       FROM `exzybot.BADS7105.SuperMarket` c
       WHERE a.CUST_CODE = c.CUST_CODE AND
       DATE_DIFF(
         DATE_SUB(PARSE_DATE('%Y%m%d', CONCAT(a.SHOP_MONTH, '01')), INTERVAL 1 MONTH),
         PARSE_DATE('%Y%m%d', CAST(c.SHOP_DATE AS STRING)),
         DAY
       ) > 0
      ) AS PAST_EXCLUDE,
FROM (
  SELECT SUBSTRING(CAST(SHOP_DATE AS STRING), 0, 6) AS SHOP_MONTH, CUST_CODE, COUNT(DISTINCT
(CUST_CODE)) AS SHOW
  FROM `exzybot.BADS7105.SuperMarket`
  GROUP BY SHOP_MONTH, CUST_CODE
  HAVING CUST_CODE IS NOT NULL
) a
```

ไปสร้างเป็น TABLE ใหม่แล้วคำนวณ

```
SELECT a.SHOP_MONTH, a.NEW_CUS, a.REPEAT_CUS, a.REAC_CUS, -
((b.NEW_CUS+b.REPEAT_CUS+b.REAC_CUS) - a.REPEAT_CUS) as CHURN_CUS
FROM (SELECT f0_ as SHOP_MONTH,
      (SUM(IF(PAST > 0,0,1))) as NEW_CUS,
      (SUM(IF(PAST > PAST_EXCLUDE, 1, 0))) as REPEAT_CUS,
      (SUM(IF((PAST != 0 AND PAST = PAST_EXCLUDE), 1, 0))) AS REAC_CUS
FROM `exzybot.BADS7105.SUM_TABLE`
GROUP BY SHOP_MONTH) a
LEFT JOIN (SELECT FORMAT_DATE('%Y%m%d',DATE_ADD(PARSE_DATE('%Y%m%d', f0_),INTERVAL 1 MONTH)) a
s SHOP_MONTH,
      (SUM(IF(PAST > 0,0,1))) as NEW_CUS,
      (SUM(IF(PAST > PAST_EXCLUDE, 1, 0))) as REPEAT_CUS,
      (SUM(IF((PAST != 0 AND PAST = PAST_EXCLUDE), 1, 0))) AS REAC_CUS
FROM `exzybot.BADS7105.SUM_TABLE`
GROUP BY SHOP_MONTH) b
ON b.SHOP_MONTH = a.SHOP_MONTH
```

6310422031 ธนัดการณ์ขึ้นบรรลือสุฯ

