Clone of Cohort Stage 2

```sql
-- first_time_sales granular | monthly Cohort
-- continue working
SELECT
  COUNT(invoice_id) over (partition by customerref_value order by month) as `cumulative_orders`
, SUM(amount) over (partition by customerref_value order by month) as `cumulative_month_amount`,
  COUNT(invoice_id) over (partition by customerref_value, month) as `orders_by_cust_pr_mnth`
, SUM(amount) over (partition by customerref_value, month) as `sum_amount_by_cust_pr_mnth`
, CASE WHEN EXTRACT(MONTH FROM last_order_date) = month THEN customerref_value ELSE NULL END as `is_last_order_month`
, * EXCEPT(customerref_value)
--SUM(amount) as `total_amount`, MAX(first_order_date) AS `first_order_date`, COUNT(DISTINCT id) as `count_customers`, COUNT(DISTINCT
 invoice_id) as `count_orders`, month, year

FROM
(
  SELECT t.customerref_name, t.customerref_value,

  MIN(CAST(DATE(t.txndate) AS DATE)) over (partition by t.customerref_value) first_order_date,
  MAX(CAST(DATE(t.txndate) AS DATE)) over (partition by t.customerref_value) last_order_date,
  t.txndate AS full_date,

  EXTRACT(YEAR FROM t.txndate) AS year,
  EXTRACT(MONTH FROM t.txndate) AS month,
  r.description, r.amount, r.invoice_id,

  SUM(r.amount) over (partition by r.invoice_id) as `sum_amount_per_invoice`,
  COUNT(r.id) over (partition by t.customerref_value order by EXTRACT(MONTH FROM t.txndate)) as `cumm_count_itms_pr_cust_ea_mnth`,

  (CASE WHEN description LIKE "Hand-%" THEN 1 ELSE 0 END) as `contains_HTW`,
  (CASE WHEN description LIKE "Poly%" AND description NOT LIKE "Poly Remover%" THEN 1 ELSE 0 END) as `contains_Poly`,
  (CASE WHEN description LIKE "Cylinder%" THEN 1 ELSE 0 END) as `contains_Cylinder`,
  (DATE_DIFF(CAST(DATE(`t`.txndate) AS DATE), MIN(CAST(DATE(t.txndate) AS DATE)) over (partition by t.customerref_value),
        month)) AS `Month_Difference`


  FROM `blendo.hc_invoice` t

  JOIN
  (
    SELECT description, amount, invoice_id, id

    FROM `blendo.hc_invoice_lines`
    -- color ring?
    WHERE description <> "Professional Color Ring"
    AND
    description <> "Shipping Loss Damage Insurance"
    AND amount > 0
    AND description IS NOT NULL AND amount IS NOT NULL
  )
  r

  ON t.id = r.invoice_id
```

```
    ORDER BY customerref_name, invoice_id
) tt

JOIN
(
    SELECT displayname, id FROM blendo.hc_customer
) rr
ON tt.customerref_value = rr.id

WHERE
-- tt.year = 2018
-- AND tt.month = 1
-- AND
-- tt.first_order_date = CAST(tt.full_date AS Date)
--EXTRACT(MONTH FROM tt.first_order_date) = 2 AND
EXTRACT(YEAR FROM tt.first_order_date) = 2018

-- GROUP BY tt.year, tt.month
ORDER BY rr.displayname,

year, month

--LIMIT 5000
```
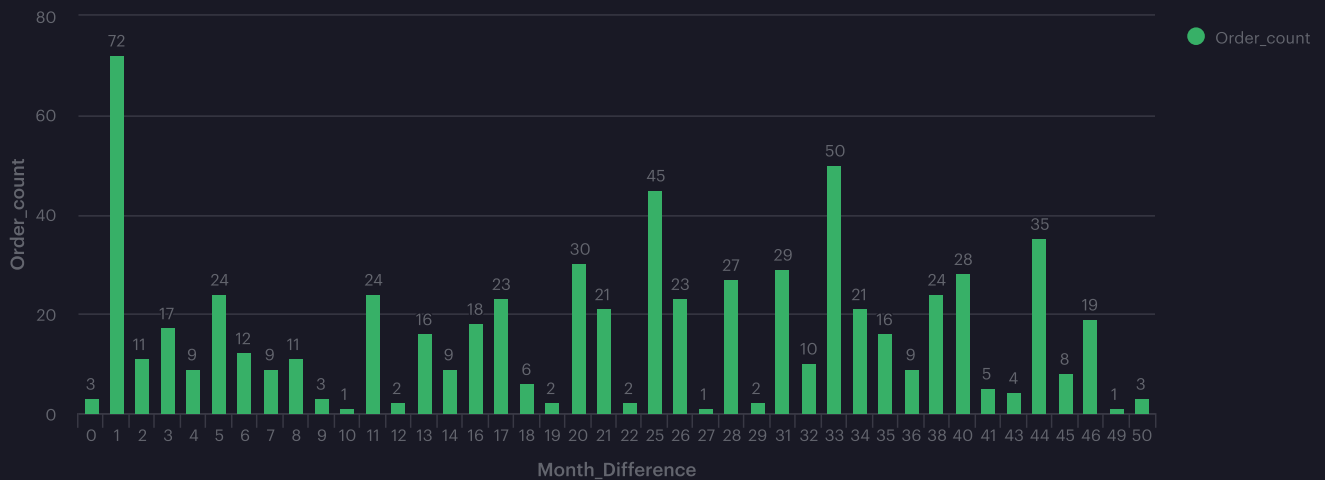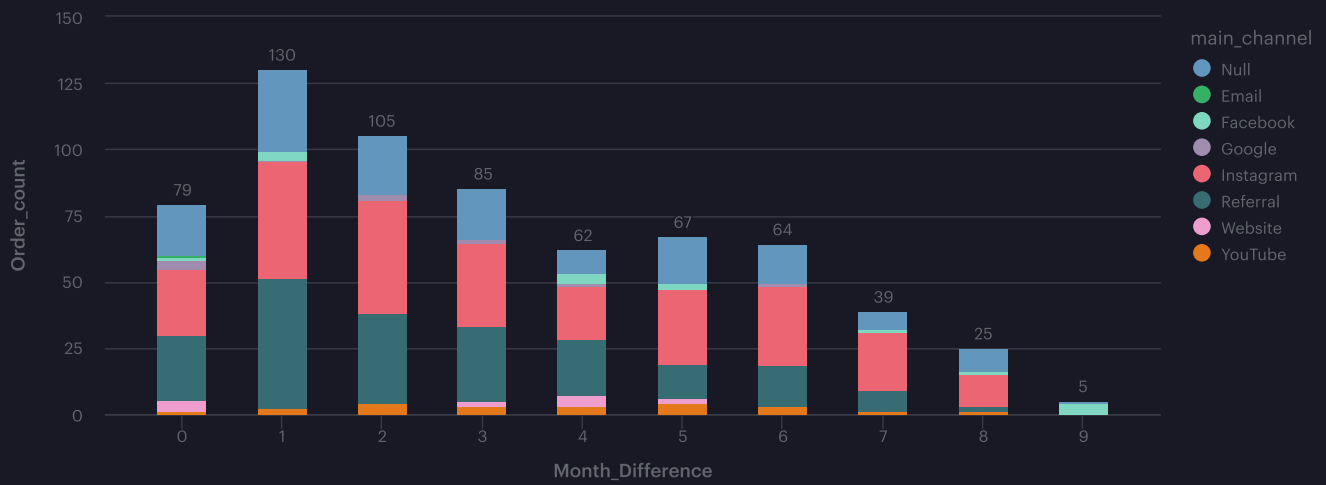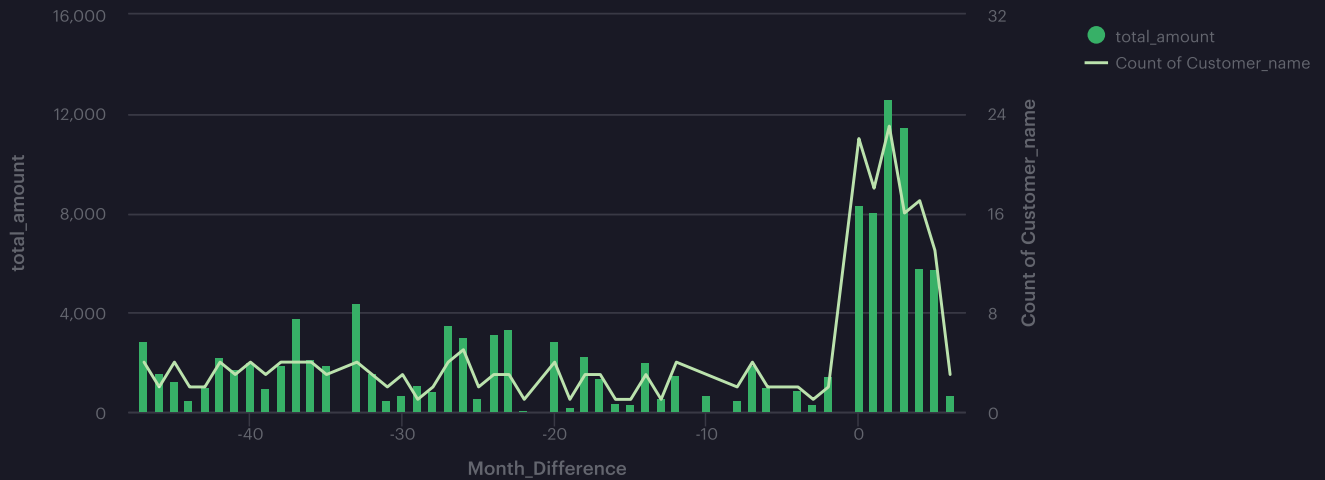
The chart shows Order_count by Month_Difference, colored by main_channel:
- Null
- Email
- Facebook
- Google
- Instagram
- Referral
- Website
- YouTube

Values labeled: 79, 130, 105, 85, 62, 67, 64, 39, 25, 5

Count of January cohort customers who ordered

Legend:
- total_amount
- Count of Customer_name

Grouped Cohort for [month]

Values labeled: 8,522, 6,813, 5,609, 4,736, 4,352, 2,395, 4,548, 5,246, 2,994, 3,559, 1,058

displayname
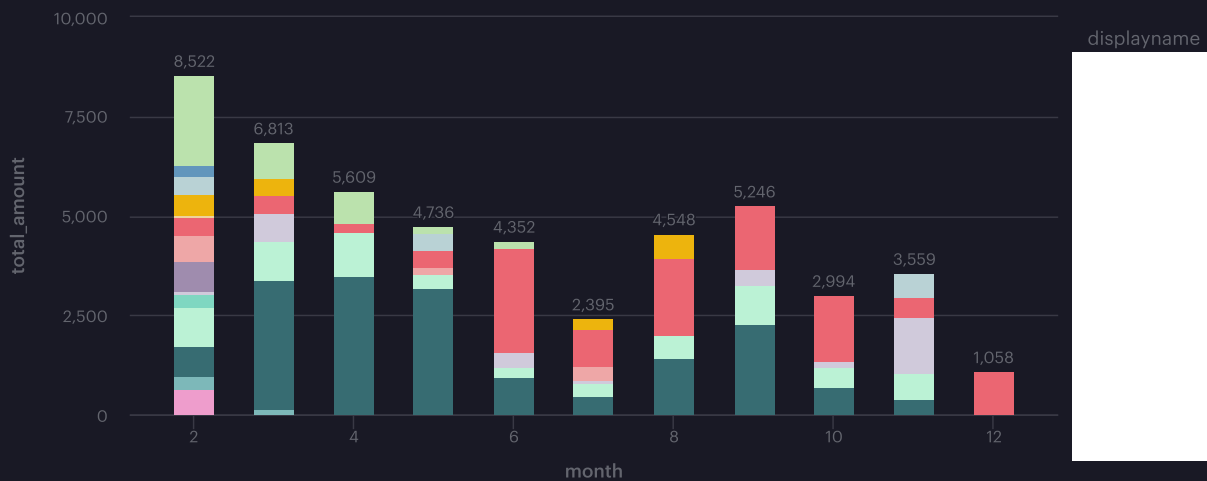
Count HTW
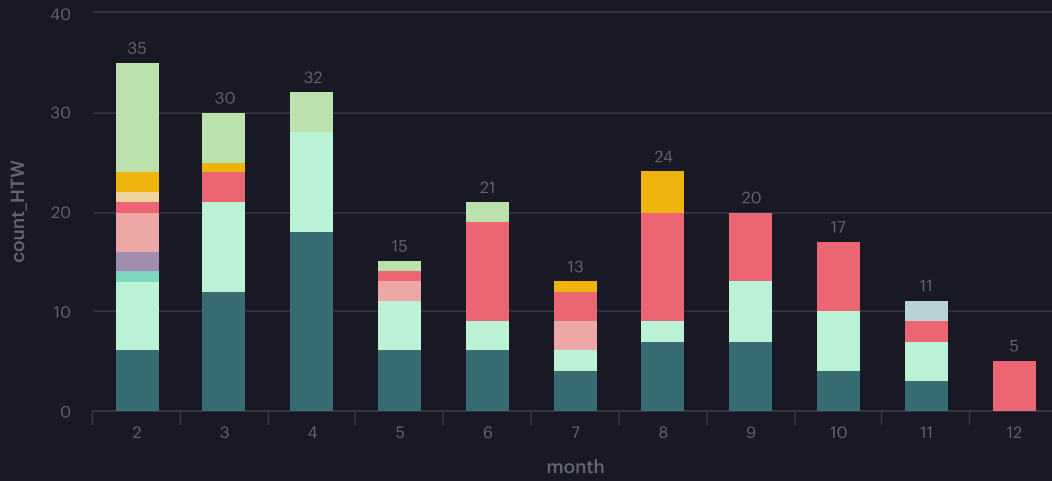
Retention by Application types

Legend:
- ● contains_Cylinder
- ● contains_HTW
- ● contains_Poly

Values by Month_Difference:
- 0: 1,279
- 1: 714
- 2: 574
- 3: 481
- 4: 401
- 5: 455
- 6: 333
- 7: 268
- 8: 176
- 9: 163
- 10: 122
- 11: 76
- 12: 43
- 13: 14
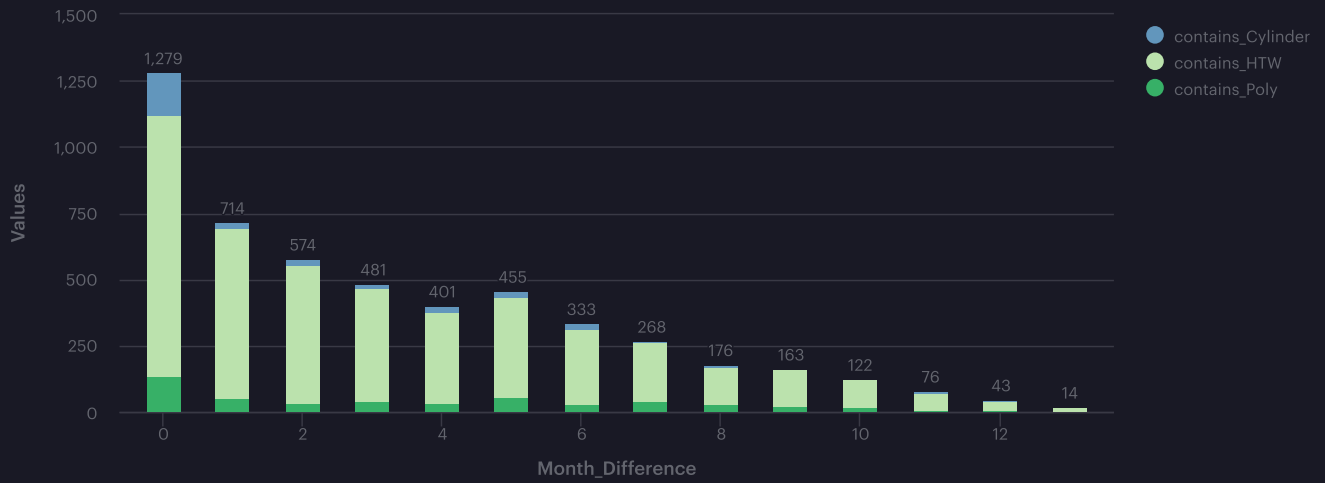
Revenue retention by Hand-tied weft

Legend:
- ● amount

amount by Month_Difference:
- 0: 191,407
- 1: 132,088
- 2: 104,540
- 3: 86,974
- 4: 60,810
- 5: 74,536
- 6: 55,436
- 7: 46,928
- 8: 26,691
- 9: 27,401
- 10: 23,546
- 11: 15,830
- 12: 10,220
- 13: 4,474

Revenue retention by Poly

● amount

Month_Difference	amount
0	27,500
1	8,627
2	7,510
3	12,930
4	6,478
5	12,425
6	6,990
7	8,425
8	6,745
9	9,314
10	5,969
11	4,306
12	4,145
13	614
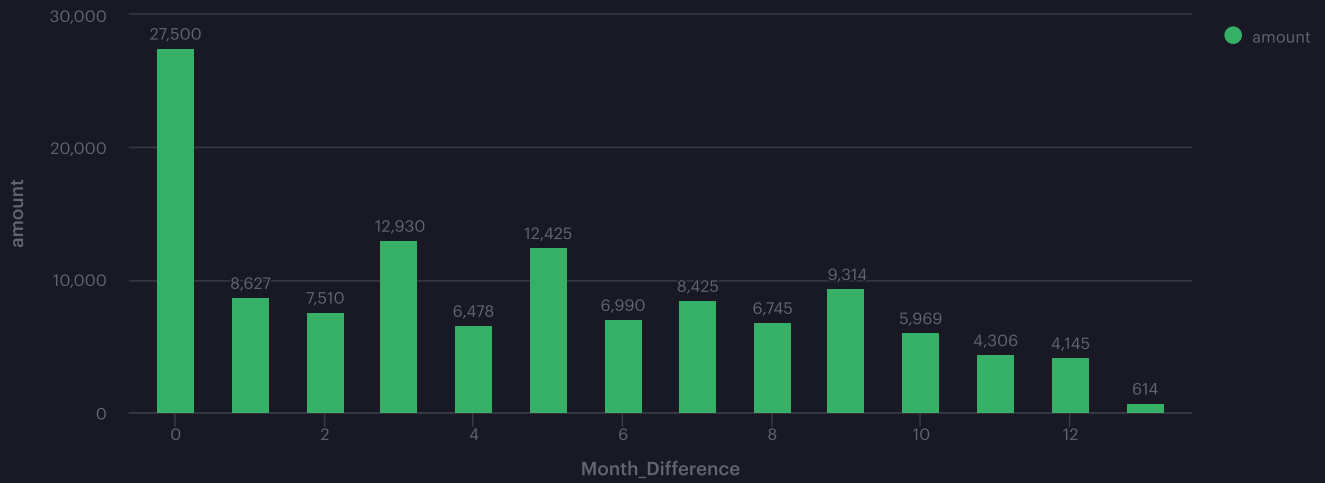
Revenue retention by Cylinder

● amount

Month_Difference	amount
0	29,068
1	2,601
2	3,249
3	1,935
4	4,179
5	3,582
6	3,225
7	1,227
8	2,080
9	934
10	73
11	1,290
12	516

amount spent by customers each month

● Max of sum_amount_by_cust_pr_mnth
— orders_by_cust_pr_mnth
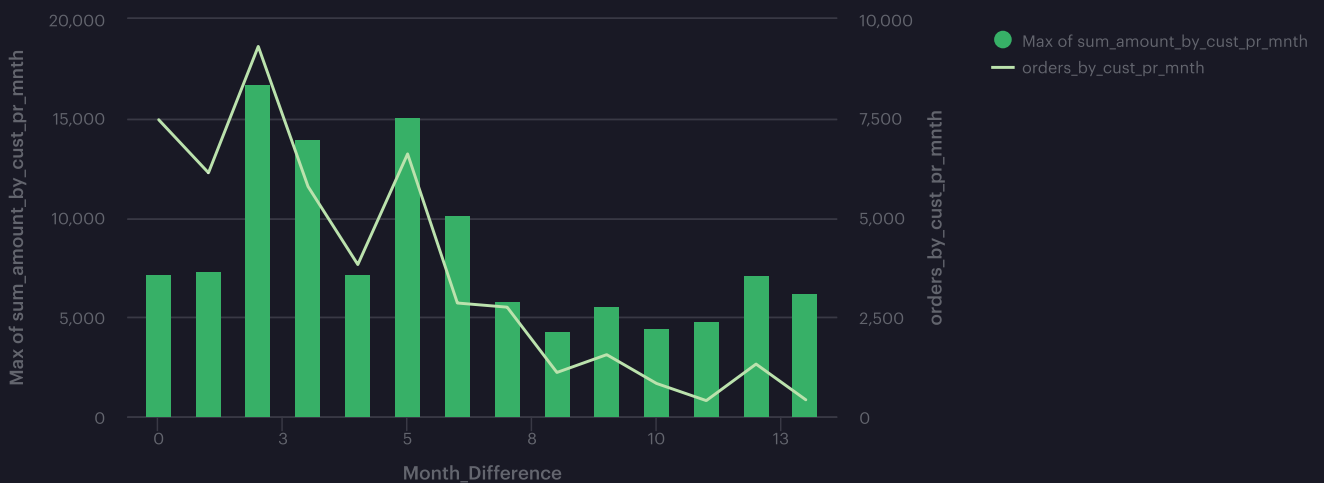
Items per customer per month

Application types each month