

Clone of Cohort Stage 2

```
-- 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

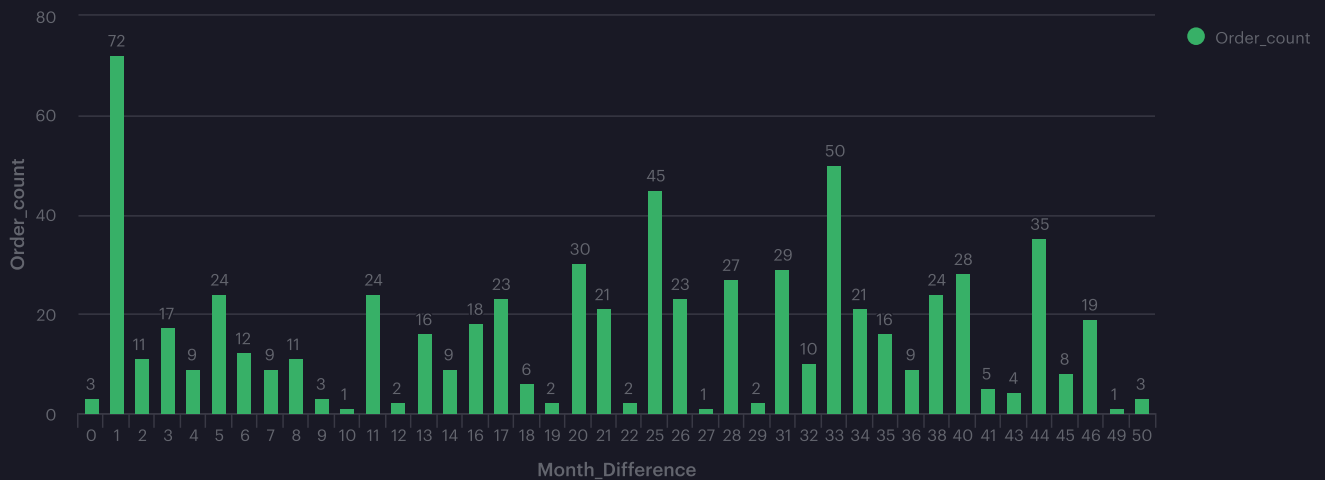
WHERE
-- tt.year = 2018
-- AND tt.month = 1
-- AND
-- tt.first_order_date = CAST(tt.full_date AS Date)
--EXTRACT(MONTH FROM tt.first_order_date) = 2 AND
EXTRACT(YEAR FROM tt.first_order_date) = 2018

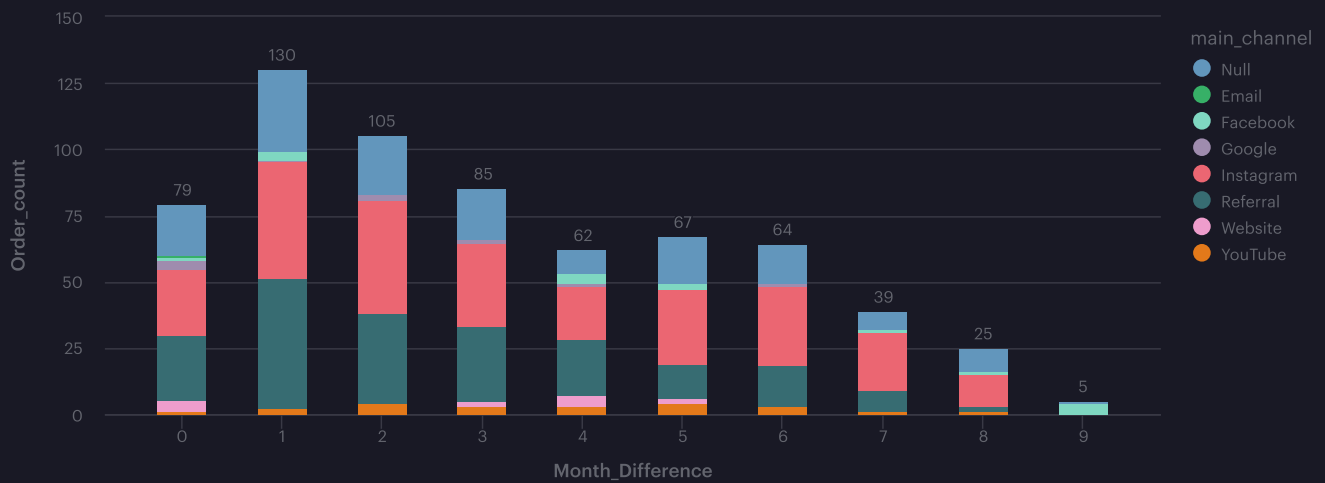
-- GROUP BY tt.year, tt.month
ORDER BY rr.displayname,

year, month

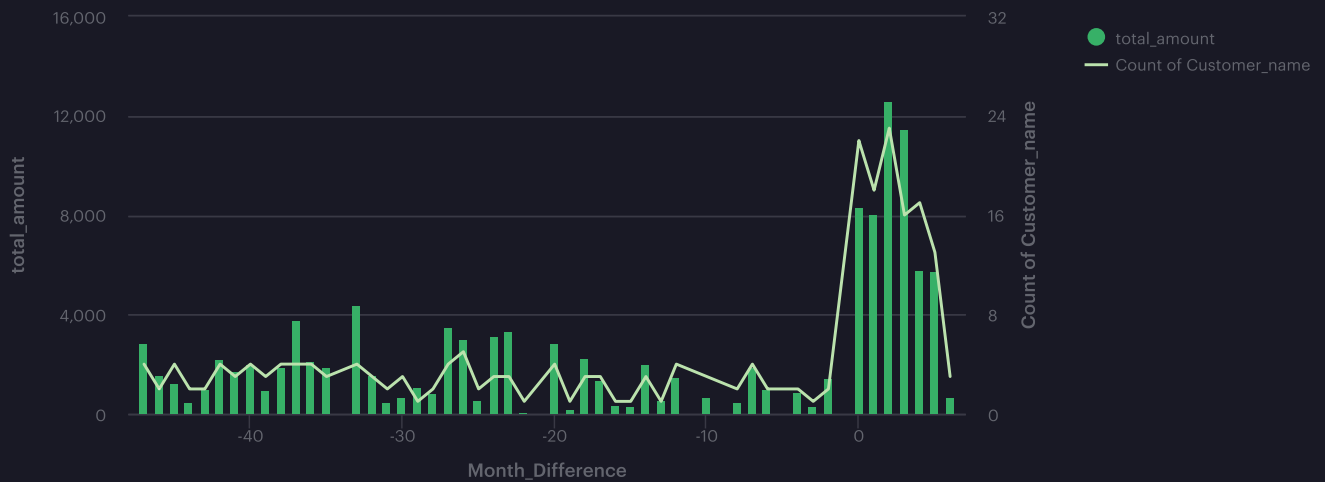
--LIMIT 5000

```

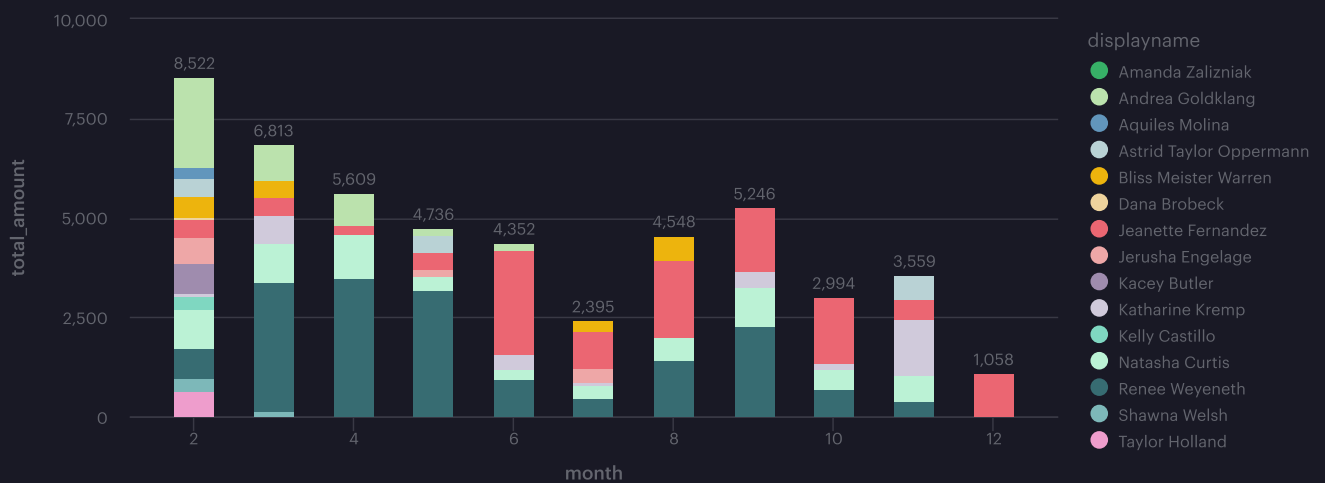




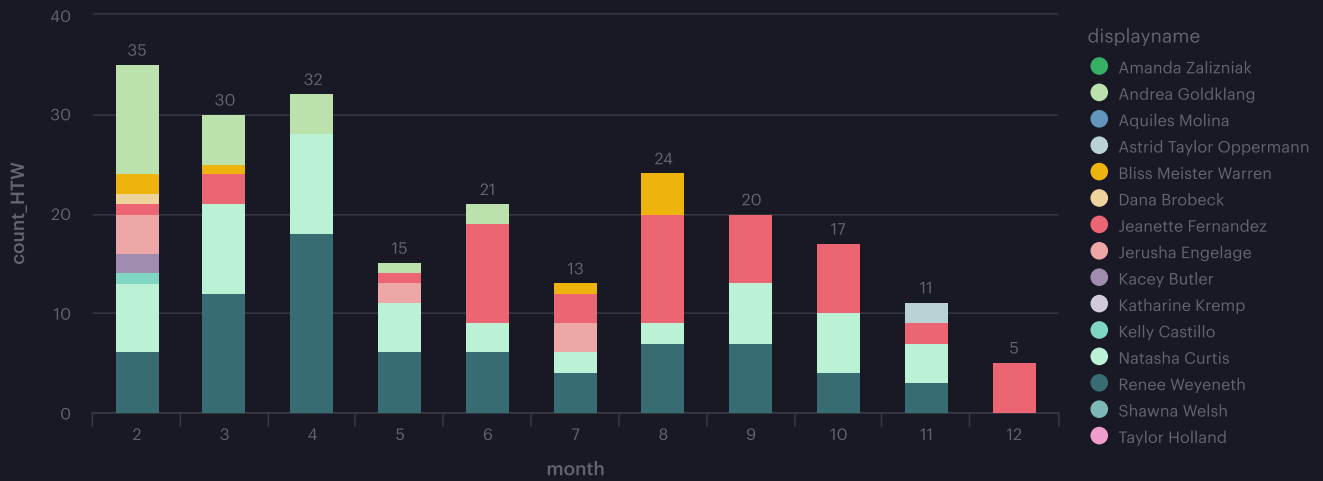
Count of January cohort customers who ordered



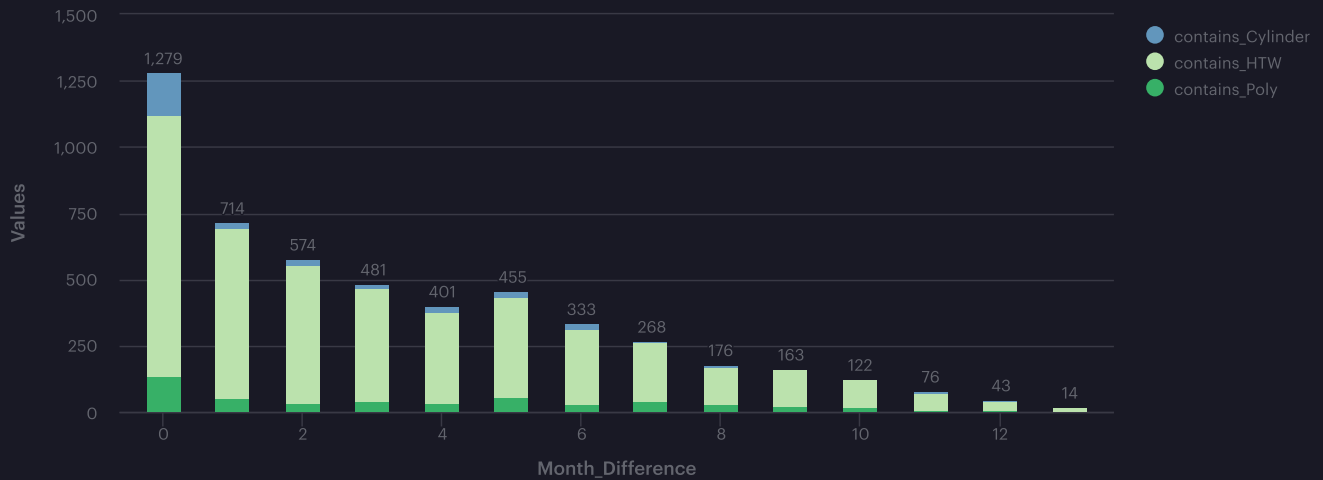
Grouped Cohort for [month]



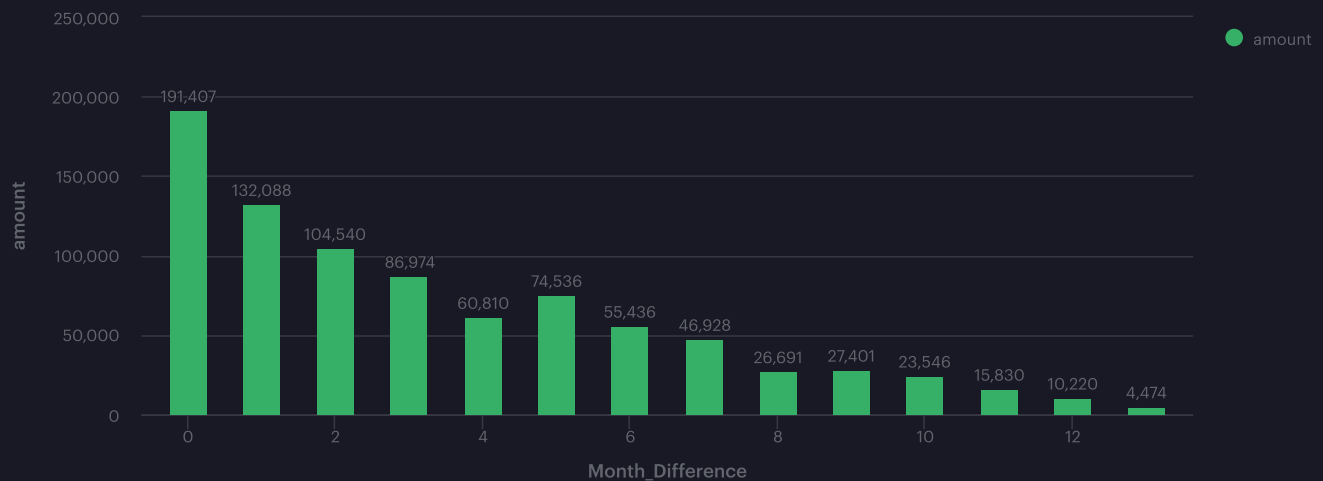
Count HTW



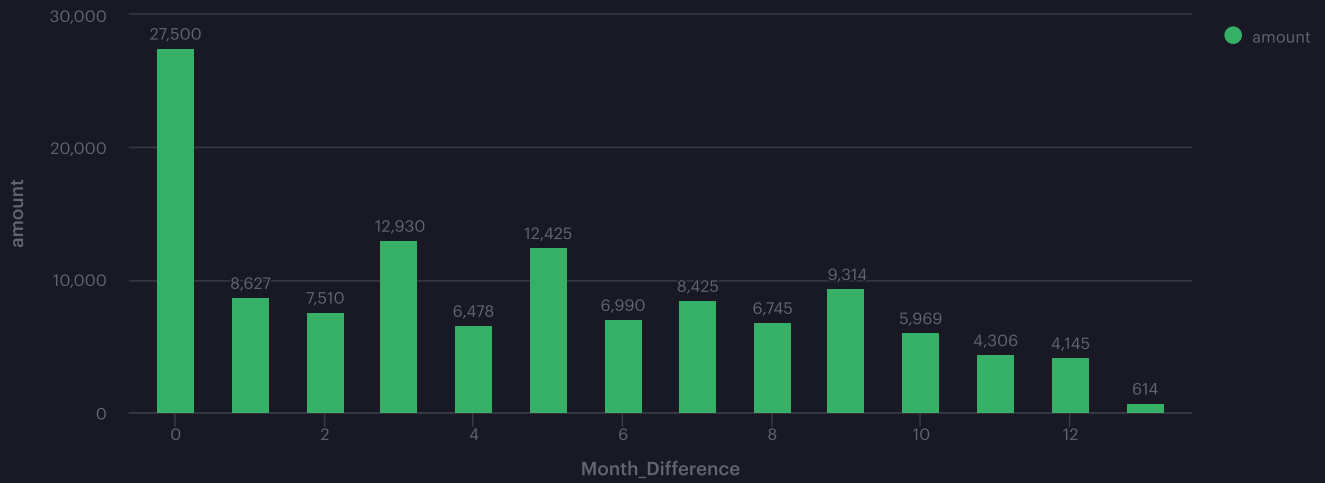
Retention by Application types



Revenue retention by Hand-tied weft



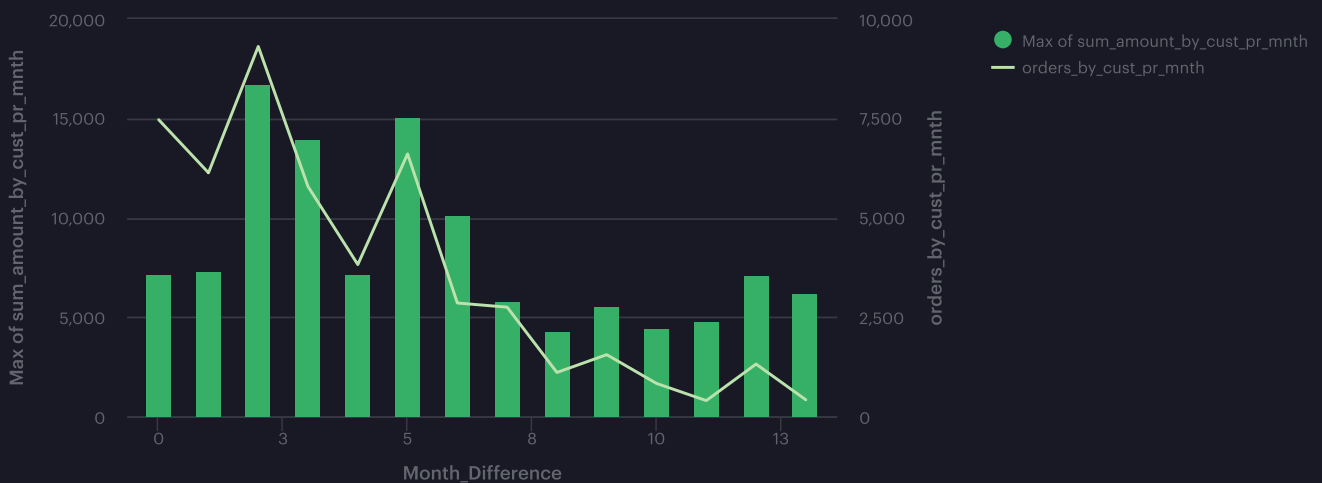
Revenue retention by Poly



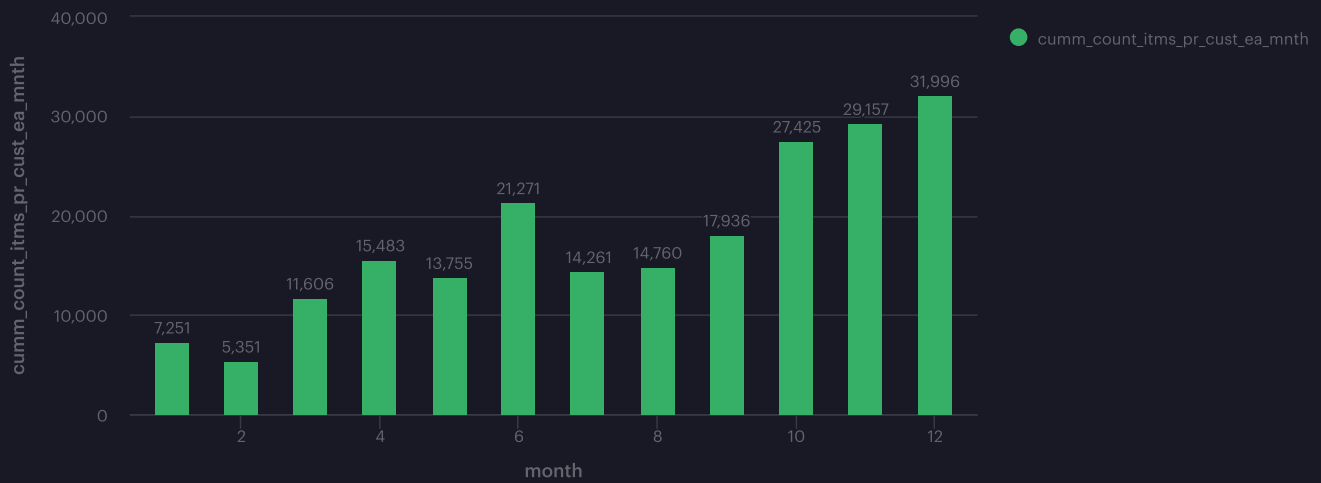
Revenue retention by Cylinder



amount spent by customers each month



Items per customer per month



Application types each month

