

SQL Quert

```
with first_purchase_table as( SELECT DISTINCT
CUST_CODE, left(cast(SHOP_DATE as string),6) as year_month,SHOP_DATE,
MIN(SHOP_DATE) OVER (PARTITION BY CUST_CODE) AS first_purchase_date
,CASE WHEN SHOP_DATE = MIN(SHOP_DATE) OVER (PARTITION BY CUST_CODE) TH
EN 1 ELSE 0 END AS isNewCustomer
from `centering-badge-331409.Supermarket_Data.Supermarket_Data`
)
select year_month,sum(isNewCustomer) as new_customer, count(distinct(cust_code)) as total_cust
from first_purchase_table
group by 1
order by 1
```

