Project Report: Corp Site 2.0

Duplicate Events and Properties by Name

Events and Properties where duplicates have been found based on name.

Context:

Multiple Events and Properties can be ingested in Amplitude with nearly identical names and show up as different Events or Properties. Separate event and property tracking can also happen because Amplitude is case sensitive

Importance:

Duplication across event and property names will make the analysisharder by confusing users on which events or properties are the correct choice andresult in data trust issues.

Object Type	Event	Event Property	User Property
Event	48	1	1
Event Property	1	77	53
User Property	1	46	22

Next Steps:

We recommend reviewing duplicate events and [hiding, blocking or deleting](#) those that are no longer needed. Amplitude allows you [transform](#) events or properties,but we also recommend reviewing tracking at the data source to clean up and implementing governance procedures such as a taxonomy guide to ensure data cleanlinesslong term.

Related Report File:

matched_results.xlsx

Duplicate Events by Volume

Events where the event volume is identical to other events within the same lookback window.

Context:

Do not track 2 events for 1 action (e.g. 'search clicked' and 'search results displayed').If there is no drop-off to measure between the 2 events, then it is not necessary to track both.

Importance:

Duplication across tracked event data will make the analysis harder and result in data trust issues. Tracking the same action multiple times also inflates your event volume without adding any additional value.

Volume	Event Name List
6	test_event, PDF Downloaded
5	google auth: error, [Guides-Surveys] Guide Completed
4	[Guides-Surveys] Guide Engaged, [Guides-Surveys] Guide Step Completed
3	[Guides-Surveys] Survey Dismissed, [Guides-Surveys] Survey Engaged
1	[Mutiny] Experience Viewed, [Guides-Surveys] Guide Rage Closed, [Guides-Surveys] Survey Abandoned, [Guides-Surveys] Survey Viewed

Next Steps:

We recommend choosing one event for one user action and updating your instrumentation to track that event going forward. Any duplicate events identified in this list should be fixed in your instrumentation and transformed in Amplitude. If any of these events are no longer used and not required for your analysis, considering cleaning up your taxonomy by hiding, blocking or deleting those.

Related Report File:

duplicate_events_report.xlsx

User Identifying Data Detected

Event and User Properties detected as user identifying data based on the property's name.

Context:

User-identifiable data can include properties like a user's name, email, phone, address, credit card information, and any other user-identifiable information.

Importance:

It is important to be aware of all user-identifying data being tracked in Ampltiude. If you plan tosend this data to Amplitude, we recommend that you carefully review the data being tracked with yourLegal team to confirm that certain fields need to be tracked and sent into Amplitude.

Category	Count
Event Property	96
User Property	60

Next Steps:

If you have ot already done so, review these with your legal team to confirm if these need to be tracked in Amplitude for any of your use cases. If only specific individuals need access to these data points, you can also use data access controls to restrict access to certain user groups. If these are not expected to be tracked in Amplitude, you can use the self-service data deletion tool or work with your account team to initiate data scrubs.

Related Report File:

user_identifying_data_report.xlsx

Event & Property Status Summary

Events and Property counts based on their taxonomy status.

Context:

Live events and properties were added to the tracking plan. Unexpected events and properties were not added to the plan before ingestion.

Importance:

Planning your taxonomy helps validate the data with Observe in Amplitude Data. Planned events can also be better managed within Amplitude; categories can be assigned and marked as inactive to not contribute toward MAU/WAU counts.

Event Schema Status Count/Percentage

Event Schema Status	Counts	Percentage
LIVE	620	96.42%
UNEXPECTED	23	3.58%

Event Property Schema Status Count/Percentage

Property Schema Status	Counts	Percentage
LIVE	1259	81.97%
UNEXPECTED	277	18.03%

User Property Schema Status Count/Percentage

Property Schema Status	Counts	Percentage
LIVE	265	57.48%
UNEXPECTED	196	42.52%

Next Steps:

To leverage Observe in Amplitude Data, review all events in your taxonomy and add any 'Unexpected' events that are considered part of your tracking plan to the taxonomy, and Block or Delete any events that are not considered part of your tracking plan. This will help ensure your tracking plan is clean and will allow for easy validation going forward.

Review all properties as well, and follow the same steps to clean up the list of properties in your tracking plan. In addition, add data types to properties where you would like Amplitude to validate incoming data based on the set data types.

Syntax Summary Report

Events and Properties counts based on the syntax detected of the name of the Event or Property.

Context:

Syntax here refers to the naming convention for events and properties.

Importance:

Using a standard naming convention and syntax decreases the chance of instrumentation errors and increases data clarity.

Syntax Type	Event Properties	Events	User Properties
Other	817.0	472.0	313.0
Sentence case	39.0	28.0	3.0
Title Case	342.0	36.0	45.0
UPPER CASE	4.0	0.0	0.0
camelCase	102.0	0.0	1.0
kebab-case	0.0	46.0	0.0
lower case	204.0	47.0	36.0
snake_case	28.0	14.0	63.0

Next Steps:

Pick a Consistent Syntax and Tense: Select one naming convention (e.g., all lowercase, title case) and apply it to all events.

Review Old or Unused Events: If certain events with outdated naming conventions are no longer analyzed, consider blocking or removing them from tracking.

Block Before Deleting: In Amplitude, you can block an event if you still need historical data. Otherwise, removing it from instrumentation, rather than deleting in Amplitude, is safer.

Merge Duplicates: If you have the same event tracked under different names, merge them in Amplitude to reduce confusion.

Rename via Display Name: If renaming is needed, update the display name name in Amplitude's UI instead of changing the code that sends the event.

Related Report File:

naming_syntax_report.xlsx

Unused Events

Top and bottom events with zero queries within the selected 90-day lookback window, based on event volume.

Context:

Events with zero queries can indicate unused data.

Importance:

Any data sent to Amplitude counts towards the volumes, and we want to ensure data in Amplitude is useful.

Top 10 (By Event Volume)	90 Day Volume	90 Day Queries	Volume %
[Amplitude] Web Vitals	47,633.00	0.00	0.15%
Pricing: Slider Value Selected	27,385.00	0.00	0.09%
form: field filled	7,996.00	0.00	0.03%
Pricing: Slider Mode Toggled	6,959.00	0.00	0.02%
[Amplitude] File Downloaded	1,776.00	0.00	0.01%
primary-event	1,697.00	0.00	0.01%
secondary-event	1,020.00	0.00	0.00%
salesforce: opportunity updated	379.00	0.00	0.00%
salesforce: opportunity created	220.00	0.00	0.00%
tradedesk: csv ingestion success	7.00	0.00	0.00%

Bottom 10 (By Event Volume)	90 Day Volume	90 Day Queries	Volume %
product: engage	0.00	0.00	0.00%
legal: privacy policy	0.00	0.00	0.00%
[experiment - ad block modal] cta clicked	0.00	0.00	0.00%
growth-workshop-page-view	0.00	0.00	0.00%
signup: submit form	0.00	0.00	0.00%
ad lp: iterable	0.00	0.00	0.00%
emea lab hours	0.00	0.00	0.00%
press: Amplitude Analytics Launches 'Compass' to Help Businesses Understand User Behavior that Drives Long-Term Retention	0.00	0.00	0.00%
press: Amplitude Releases Portfolio to Help Enterprise Product Leaders Grow their Digital Businesses	0.00	0.00	0.00%
press: Amplitude Analytics Secures $9 Million From Benchmark	0.00	0.00	0.00%

Next Steps:

High volume events with zero queries indicate events that are not directly used in any charts or cohorts. If any of these events are events triggered in a user journey, re-evaluate the use cases being tracked in Amplitude and ensure the teams using Amplitude understand the events better. This can include checking to ensure the right event metadata is available to enable data trust and usability and training or creating documentation for teams to enable them to effectively leverage the data.

Low volume events with zero queries can indicate uncommon user actions and can still be helpful in uncovering power user, issues, new user behaviors. Ensure the teams using Amplitude understand where these events are triggered and their importance in user journey.

Related Report File:

unused_event_report.xlsx

Potential User Property Detected in Event Properties

Event properties flagged as likely misclassified based on name. This includes items that look like user metadata or contain user identifying data.

Context:

Misclassifying properties can make analysis harder. Event properties typically describe an action, whereas user properties describe the person or account performing the action.

Importance:

Correctly classifying data helps ensure you're following Amplitude's best practices, and may help prevent duplicative or conflicting information in charts and filters.

Reason	Count
Campaign Metadata	17
Contains 'medium', Campaign Metadata	1
Contains 'medium', Contains 'utm', Campaign Metadata	4
Contains 'plan'	15
Contains 'source', Campaign Metadata	31
Contains 'source', Contains 'utm', Campaign Metadata	4
Contains 'total'	2
Contains 'utm'	1
Contains 'utm', Campaign Metadata	9
Contains 'version'	6
Location Metadata	15
User Identifying Data Match	24

Next Steps:

If the flagged event properties truly describe the user (e.g., `user_plan`, `email`, `country`), we recommend you move them to user properties in your implementation and remove them from event tracking. Note that you can keep old data available for analysis even after deprecating a property, and migrate new tracking going forward. If there are use cases to track these properties at the event scopeVerify that if they are tracked as event properties, they are included with every event where the property is essential for analysis.

Related Report File:

user_property_misclassification_report.xlsx

Missing Descriptions and Categories

Events and Properties with missing Categories and Descriptions.

Context:

Categories and Descriptions are additional metadata you can add to your events and properties to make your tracking plan more readable and easy to access.

Importance:

Categories and Descriptions allow users to easily understand and discover the data that is tracked.

Category	Count
Missing Event Categories	292
Missing Event Descriptions	562
Missing Event Property Descriptions	1491
Missing User Property Descriptions	450

Next Steps:

Add Descriptions: Even if your event names are clear, include details on how each event is triggered. This helps new team members quickly find the right events when building charts.

Use Categories: Assign categories so your team can readily spot the most relevant events, and so chart dropdowns automatically group them. This speeds up analysis and improves clarity.

Update via UI or API: You can add descriptions and categories directly in Amplitude's Data UI, or programmatically using our Taxonomy API.

Bulk Updates with CSV: Export your schema from Amplitude Data, add or revise descriptions and categories in the CSV, and then re-upload it to apply changes in bulk.

Related Report File:

missing_categories_descriptions_report.xlsx

Stale Events and Properties

Events and Properties that have not been seen in the last 12 months are considered stale.

Context:

Stale events and properties are those that have not been ingested by Amplitude in the last year.

Importance:

These may be deprecated or legacy data points. They may be safe to archive or remove from tracking.Stale events can make your taxonomy look bloated and make it harder to find the correct events for analysis.

Category	Count
Events	441
Event Properties	432
User Properties	46

Next Steps:

Review stale events and properties to determine if they are still needed.hide, block or delete anything no longer in use to simplify your taxonomy.Before deleting events, check for seasonality to ensure that needed events are not being removed in error.

Related Report File:

stale_and_single_day_events_properties_report.xlsx

Single Day Events and Properties

Events and Properties have only been ingested for a single day.

Context:

Based on 'First Seen' date being equal to 'Last Seen' date.

Importance:

If the first seen date is the same as last seen date, its very likely these were test events, which clutter the taxonomy.

Category	Count
Events	25
Event Properties	56
User Properties	35

Next Steps:

Create a recurring cadence to clean up your taxonomy by hiding, blocking or deleting those events

Related Report File:

stale_and_single_day_events_properties_report.xlsx