Example report: Northloop is a made-up company, but this is the exact format and depth of a real $400 Diagnostic. · Not a real client · Prepared as a public example of a Cold Index $400 Diagnostic

CI. **Cold Index**
Event taxonomy and tracking audits

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$400 DIAGNOSTIC · SAMPLE

Diagnostic report for Northloop

A written review of 36 distinct event names from a fictional B2B SaaS Amplitude export: duplicate and drifting names, broken properties, value hygiene, dead events, and plan vs reality. Ranked fixes with evidence, plus a clear answer on whether a full audit is worth it.

Sample disclaimer. Northloop is a made-up company. Every event name, count, property, and quote in this report was invented for this example. Nothing here comes from a real customer file or project.

Client (sample)	**Northloop — fictional B2B SaaS**
Platform	**Amplitude (export + inventory)**
Scope	**36 distinct event names (Diagnostic cap: 40)**
Window	**Last 30 days of inventory · sample event rows**
Access	**Read-only export (no live project changes)**
Deliverable	**Ranked fix list + audit recommendation**

Recommendation

A full Audit ($2,000) is worth it — but only if you will ship the renames.

The Diagnostic already covers your whole taxonomy (36 ≤ 40). The problems are not “unknown unknowns”; they are concentrated: four high-impact duplicate clusters on sign-up, login, check-in, and upgrades; an incomplete `team_created` → `Workspace Created` rename; personal data on acquisition events; and a tracking plan that no longer matches production.

What a full Audit would still buy you: a clean tracking plan spreadsheet with old-to-new mapping, a naming guide your team can keep, and a decision log for every merge. If engineering will not dedicate a sprint to the renames in the next 30 days, stop at this Diagnostic, implement the High items below, and skip the upsell. The $400 Diagnostic credit applies to an Audit booked within 30 days of delivery.

What we reviewed

In scope

Event names, properties, and values for all 36 names in the 30-day inventory; sample Amplitude rows; the attached tracking plan (22 rows, last edited early 2025).

Out of scope

Live Amplitude project settings, SDK code changes, dashboard rebuilds, warehouse dbt models, and any write access. Audit-only, by design.

Snapshot

Signal	Finding
Distinct event names	36 in inventory · Taxon near-dup pass collapses obvious aliases toward ~27 canonicals · several same-intent names still sit outside those clusters and need a human merge
Tracking plan	22 listed · 5 never fire · 14+ production names absent from the plan
Highest-risk funnels	Sign-up, login, check-in, plan upgrade / purchase
Personal data	`email` and `full_name` present on Sign Up variants and Invite Sent
Dead weight	`legacy_pulse_v1`, `Old Dashboard Viewed` (last seen 2025)

Ranked fix list

Severity reflects impact on numbers your team already uses. High items first. Each fix is written so engineering can implement without a call.

1 Collapse the four sign-up names into one canonical HIGH

EVIDENCE

Last 30 days: `Sign Up` 1,840 · `signup_completed` 620 · `user_signed_up` 210 · `Signup Completed` 95. Same product moment; four chart definitions.

WHY IT MATTERS

Activation and acquisition reports silently disagree depending on which name an analyst picks. Funnel step one is not stable.

FIX

- Pick one canonical, e.g. `Sign Up Completed` (past-tense, Title Case).
- Stop firing the other three in the client SDK and any server path.
- In Amplitude, merge or map historical aliases to the canonical (or document a chart-level mapped view until history is backfilled).
- Update the tracking plan row and owners the same day the code ships.

2 Finish the Workspace rename — stop `team_created` HIGH

EVIDENCE

`Workspace Created` 520 and `team_created` 340 both fire in the same 30-day window. Your notes say the rename shipped August 2025; mobile (or an old build) still emits the old name.

WHY IT MATTERS

Workspace creation is undercounted by ~40% if charts use only the new name; double-counted if someone unions both without deduping users.

FIX

- Find every remaining `team_created` call site (likely older mobile build or a forgotten server job).
- Ship `Workspace Created` only; keep a temporary dual-fire only if you need a measured cutover week, then kill the old name.
- Map historical `team_created` → `Workspace Created` in the taxonomy.

3 Unify login: `Log In` · `login` · `User Logged In` HIGH

EVIDENCE

Volumes: 9,200 · 3,100 · 180. Near-dup clustering catches `Log In` / `login`; `User Logged In` stays separate and still dribbles in.

WHY IT MATTERS

DAU/WAU proxies and “returning user” segments drift by source file.

FIX

- Canonical: `Log In` with property `method` (`password` · `sso` · `magic_link` — already present on many rows).
- Remove `login` and `User Logged In` producers; alias history.

4 One check-in event — including the no-hyphen / snake variants HIGH

EVIDENCE

`Check In Submitted` 5,400 · `checkin_submitted` 980 · `Check-In Submitted` 140. Hyphen variant clusters with the Title Case name; `checkin_submitted` does not and is easy to miss in a UI-only pass.

WHY IT MATTERS

Check-in is your core product action. A 15%+ shadow stream breaks retention curves.

FIX

- Canonical: `Check In Submitted`.
- Require `workspace_id` (see #7 for key spelling).
- Alias both variants; delete producers.

5 Upgrade / purchase: merge aliases and investigate double-count HIGH

EVIDENCE

Upgrade family: `Plan Upgraded` 410 · `plan_upgraded` 155 · `Subscription Upgraded` 60. Purchase pair: `Purchase Completed` 290 vs `purchase_completed` 275 — nearly equal volume, classic client + server double-fire shape. Keep `Refund Processed` separate.

WHY IT MATTERS

Revenue and conversion charts can read ~2× on purchases if both names are summed. Upgrade reporting is split three ways.

FIX

- Canonical upgrade: `Plan Upgraded`. Canonical purchase: `Purchase Completed`.
- Confirm whether purchase fires from both browser and webhook; keep one path (prefer server) and pass a shared insert id if you must dual-send.
- Do *not* merge refunds into purchases.
- Require numeric `amount` + `currency` + `plan_type` on both (see #6, #8).

6 Remove personal data from event properties HIGH

EVIDENCE

Sample rows for Sign Up variants and `Invite Sent` carry `email` and `full_name`. Your own notes flag a 2025 growth experiment as the likely source.

WHY IT MATTERS

Event properties are the wrong place for direct identifiers: wider export surface, harder retention/deletion, and easy leakage into shared charts.

FIX

- Stop sending `email` and `full_name` on events immediately.
- Identify users with Amplitude user properties / identity API (or your warehouse profile table), not on every event.
- Scrub or drop the properties on historical data per your retention policy.

7 One key for plan, one for workspace — stop the three-way split MED

EVIDENCE

Plan is split across `plan`, `plan_type`, and `planType` (each populated on about a third of sample rows). Workspace id appears as `workspace_id`, `Workspace ID`, and sometimes `org_id` with the same `ws_*` values.

WHY IT MATTERS

Breakdowns by plan or workspace look empty for large slices of traffic. Required-field checks on the plan fail even when “a plan field” was sent.

FIX

- Canonical keys: `plan_type`, `workspace_id`. Snake case everywhere.
- Reserve `org_id` for a real organization id if you have one; do not overload it as workspace.
- Alias the old keys in the warehouse or taxonomy map during transition.

8 Normalize plan / country / status values; block free text in `plan_type` MED

EVIDENCE

Values pass shows `pro` / `Pro` / `PRO`, `pro_annual` / `Pro Annual`, country `US` / `U.S.` / `us` / `USA` / `United States`, status `active` / `Active` / `ACTIVE`. At least one plan value is a free-text deal note, not a category.

WHY IT MATTERS

Segment and cohort filters under-count. Free text in a category key makes every new deal a new “plan.”

FIX

- Allow-list `plan_type`: `free` · `pro` · `pro_annual` · `team` · `enterprise`. Put deal notes in a separate optional string property if you truly need them.
- Store country as ISO-3166 alpha-2 (`US`, `CA`, `GB`, `DE`).
- Lowercase status enums at the producer.

9 Require `amount` (number) on revenue events MED

EVIDENCE

In the sample of upgrade/purchase-like rows, roughly one in four arrives with an empty `amount`. Populated values arrive as digit strings (`49`, `49.00`, `99`) rather than a consistent number type. `currency` mixes `USD` and `usd`.

WHY IT MATTERS

Revenue sums drop nulls; type mixes break some warehouse casts.

FIX

- Validate at the producer: number `amount`, uppercase ISO currency.
- Quarantine failures to a side stream instead of silently omitting.

10 Page views and button clicks: one name each, or drop them from product analytics MED

EVIDENCE

Page views: 128k + 44k + 8.9k under three names. Buttons: 22k + 6.7k + 1.2k. Both families cluster cleanly once casing/tense is normalized.

WHY IT MATTERS

High-volume noise crowds the event list and makes taxonomy reviews harder. Rarely used for product decisions in SaaS if you already have session replay or a warehouse pagefeed.

FIX

- If you keep them: one `Page View`, one `Button Clicked` with `button_id` (not `Button ID`).
- If you do not use them in Amplitude charts, stop sending and reclaim the noise budget.

11 Own or kill the feature-flag firehose MED

EVIDENCE

`experiment_flag_exposed` 45,000 and `Feature Flag Evaluated` 12,000 — neither appears in the tracking plan. Combined volume rivals your intentional product events.

WHY IT MATTERS

Orphan high-volume events inflate bills and bury the taxonomy. If experimentation needs them, they should be documented and named once.

FIX

- Decide: product analytics vs experiment tool. If the experiment platform already logs exposures, drop these from Amplitude.
- If you keep one, pick a single canonical and add it to the plan with an owner.

12 Reconcile the tracking plan with production MED

EVIDENCE

Plan lists 22 events; inventory has 36. Plan rows with **zero** fires in the window: `Onboarding Completed`, `Activation Milestone`, `NPS Submitted`, `Logout`, `Password Reset Requested`. Your notes confirm onboarding “never shipped.”

WHY IT MATTERS

Analysts trust the spreadsheet; production diverged in 2025. New events ship without owners.

FIX

- Mark never-shipped rows as deprecated or remove them.
- Add every production name you intend to keep (after the merges above).
- Assign an owner column that is a real person or team, reviewed quarterly.

13 Align `source` and `utm_source` on acquisition events LOW

EVIDENCE

Sign-up rows alternate between `source` and `utm_source` for the same idea, with casing drift (`google` vs `Google`).

WHY IT MATTERS

Channel reports need a single field.

FIX

- Prefer `utm_source` (and friends) when the value is campaign traffic; use a separate `signup_source` for product-defined origin if needed.
- Lowercase at ingest.

14 Retire dead events LOW

EVIDENCE

`legacy_pulse_v1` last seen 2025-12-02 (3 events) · `Old Dashboard Viewed` last seen 2025-08-19 (1 event).

WHY IT MATTERS

Clutter and confusion for anyone browsing the full event list.

FIX

- Block/hide in Amplitude; remove any leftover producers; note as deprecated in the plan.

15 Identity: stop sending events with no `user_id` when the user is known LOW

EVIDENCE

About 8% of sample rows have an empty `user_id` while other identity fields may still be present.

WHY IT MATTERS

Breaks user-level funnels and inflates “anonymous” counts after login.

FIX

- After auth, ensure the SDK has the user id before product events fire.
- Allow truly anonymous pre-auth events; do not mix the two without a merge path.

Keep separate (do not merge)

Pair	Why
`Invite Sent` vs `Invite Accepted`	Different funnel steps; merging destroys invite conversion.
`Purchase Completed` vs `Refund Processed`	Opposite money direction.
`pro` vs `pro_annual` (plan values)	Different SKUs; casing variants within each SKU should merge.

Suggested first week

1. Ship fixes #1–#6 (names + PII + workspace rename).
2. Turn on allow-lists for `plan_type` and required `amount` on revenue events (#7–#9).
3. Decide flag-event and pageview policy (#10–#11); refresh the tracking plan (#12).

About this sample

This document is a **public sample** of a Cold Index $400 Diagnostic. The company Northloop, its people, and its data are fictional. A real Diagnostic is invoiced after delivery, due in 14 days, and credited toward an Audit or Estate booked within 30 days. Book: `hello@coldindex.net` · `https://coldindex.net/audit/`