




Schema Audit

A strategic assessment of your Segment schemas and recommendations on how to align them with best practices

Overview

A deep dive into your Segment schemas to map consistency across events & props, and identify **opportunities for improvement around Segment best practices**. Our prioritized recommendations include event and prop consolidation to more efficiently realize your CDP goals and objectives.

Outcomes

-  **Deep & thorough analysis**
Of your schemas across sources
-  **Strategic Recommendations**
Around opportunities to improve events & props
-  **Prioritized Next Steps**
To make fast and lasting improvements

Activities

- ▶ **Capture & Alignment**
Of your the business goals driving your usage of Segment
- ▶ **Deep Analysis**
Of the events, traits and props by source flowing through your Segment workspace today
- ▶ **Synthesis & reconciliation**
Of your events & props today with your segment goals
- ▶ **Extensive mapping**
Of existing events & props with a new streamlined schema
- ▶ **Collaborative prioritization**
Of mapping recommendations to drive cross-functional buy-in
- ▶ **Detailed documentation**
Of our presentations, analyses, insights & recommendations

Best if you're...

- ▶ Approaching your Segment anniversary
- ▶ Looking to make your Segment data more easily leveraged by many teams within your organization
- ▶ Trying to simplify your schemas and event naming conventions across teams and sources
- ▶ Interested in creating a “gold standard” for your schema standards that will inform all Segment data

Pricing: Ask your Segment salesperson

Timing: 2+ Weeks

Led by: A Segment Solutions Architect

Required from you (and time commitments)

Business stakeholders to inform goals & KPIs (12h)

Marketing & product team owners to represent needs (5h)

BI, Engineering & Data Ops owners to represent needs (5h)

For more information please contact our sales team or visit segment.com/services

Schema Audit

Engagement Details

Approach

▶ **Visualize & Analyze**

How the data flows & corresponding schemas look today, and where pains are most prevalent

▶ **Synthesize & Uncover**

Opportunities to improve data quality, consistency, and volumes

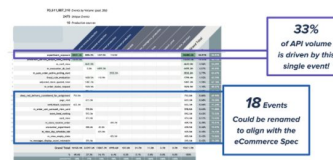
▶ **Prioritize & Document**

The highest-value opportunities, and the easiest path to execution for your team

Artifacts

Insights Deck & Supporting Sheets

Summarizing our analyses, findings and prioritized recommendations



Event Name	Category	Priority	Action
48 Events to Keep (no action required)			
6 to Add/Rename/Delete Immediately (P1)			
API - [Event Name]	[Category]	[Priority]	[Action]
34 to Add/Rename/Delete (P2)			
API - [Event Name]	[Category]	[Priority]	[Action]

How this compares

to other Segment Advisory Audits

	Technical Health Check	Schema Audit	Architecture Audit
KPIs	Workspace Health Assessment	✓	✓
	Health Improvement Recommendations	✓	✓
Schema	Cross-Source Schema Assessment	×	✓
	Event Naming Reconciliation	×	✓
	Event-Prop Inventory	×	✓
	Identify Trait Inventory	×	✓
	Event Consolidation Recommendations	×	✓
Workspace	Full CDP Architectural Assessment	×	✓
	Pains/Gains/Goals Fears Assessment	×	✓
	Current/Future Data Flow Diagrams	×	✓
	Refined Architecture Recommendations	×	✓
Timing:	2-3 days	1+ weeks	3+ weeks
Pricing:	\$5K	\$10K+	\$30K+

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