

# 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)

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

## How this compares

to other Segment Advisory Audits

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

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