Event Name	Event Description	Property Name	Property Value Example	Property Description
signup_started	Inititating the signup/registration process	signup_method	Google, Apple, Facebook, email	The registration method, whether traditional email and password or using a social login
signup_completed	Completing the signup/registration process	registration_method	Google, Apple, Facebook, email	The sign-up method, whether traditional email and password or using a social login
signup_email_error	The user enters and invalid email	error_message	invalid email, email already exists	The reason the email wasn't accepted
signup_password_error	The user enters and invalid password	error_message	too short, missing a special character	The reason the password wasn't accepted
login_successful	Track successful logins	login_method	Google, Apple, Facebook, email	The login method, whether traditional email and password or using a social login
login_failed	The user fails to login	login_method	Google, Apple, Facebook, email	The login method, whether traditional email and password or using a social login
		failure_reason	Invalid_email, invalid_password	The reason why the login failed or the error message that appeared to the user
onboarding_complete	Completed the app onboarding	steps_completed	1, 2, 3, all	Analyze behavior of users who completed the entire onboarding or skipped step(s).
add_to_cart	The user adding an item to their cart from anywhere in the app	product_name	iPhone 13 Pro 128GB	The name of the product being added to cart
		price	$1, $2, $3, $4, $5...	The price of 1 single item
		quantity	1, 2, 3, 4, 5...	The count of the item being added to cart
		added_from	Home Page, Product Details	The page/view from which the user added the item to cart
remove_from_cart	The user removes an item from their cart	product_name	iPhone 13 Pro 128GB	The name of the product being removed from cart
		price	$1, $2, $3, $4, $5...	The price of 1 single item
		quantity	1, 2, 3, 4, 5...	The count of the item being added removed from cart
out_of_stock	The user visits an out of stock item	product_name	iPhone 13 Pro 128GB	The name of the product that is out of stock
view_category	The user views a specifc category of items	category_name	Laptops & Computers, Home Appliances, Fashion	The specific category being viewed by the user
view_product	The user views a specifc product	product_name	iPhone 13 Pro 128GB	The name of the product being viewed by the user
share_product	The user clicks share on a product	product_name	iPhone 13 Pro 128GB	The name of the product being viewed by the user
		sharing_method	WhatsApp, Email, Instagram	The method the user is sharing the item
search	The user searches for a specific keyword	search_term	iphone, playstation games, scented candles	The search term entered by the user
purchase_initiated	The user starts the check-out flow	order_ID	123456, 999999	The order ID assigned to this order
purchase_complete	The user completes a purchase	quantity	1, 2, 3, 4, 5...	The count of items purchased in this order
		total_price	$15, $43.31, $89.99	The total price of this order
		shipping_price	$15, $43.31, $89.99	The total shipping cost for this order
		delivery_method	Home delivery, Pick up	The chosen delivery method
		payment_method	Cash, Credit Card, PayPal	The chosen payment method for this order
		order_ID	123456, 999999	The unique ID for this order
cart_deleted	Cancelling purchase or deleting all items in cart	quantity	1, 2, 3, 4, 5...	The total count of items deleted
		total_price	$15, $43.31, $89.99	The total price of the cart
add_payment_method	The user add a new payment method	payment_method	Credit Card, PayPal	The type of payment method added by the user
new_address	The user adds a new address for orders	-	-	-
edit_address	The user edits an existing address	-	-	-

Event	Description	Parameter	Example	Parameter Description
delete_address	The user deletes an existing address	-	-	-
return_requested	The user creates a return request for an item	product_name	iPhone 13 Pro 128GB	The name of the product being returned
		order_ID	123456, 999999	The order ID of the original purhcase
		price	$500	The price of the item being returned
		refund_method	Store credit, Credit Card	The refund method chosen by the user
new_wishlist	The user creates a new wishlist	wishlist_privacy	Public, Private	The type of the wishlist created by the user and whether it's private or public
add_to_wishlist	The user adds an item to their wishlist	product_name	iPhone 13 Pro 128GB	The name of the product being removed from cart
		price	$1, $2, $3, $4, $5...	The price of 1 single item
remove_from_wishlist	The user removes an item from their wishlist	product_name	iPhone 13 Pro 128GB	The name of the product being removed from cart
		price	$1, $2, $3, $4, $5...	The price of 1 single item
logout	The user logs out of the app	-	-	-
edit_profile	The users click on the edit profile button to change something on their profile	-	-	-
error	The message that appears whenever ther's an error	error_message	wrong address, invalid payment method, invalid phone number	The exact error message that appears to the user in the app
		error_code	34C-412	The technical error code.
link_clicked	The user opens an external link	url	https://google.com	The URL of the opened link
		utm_source	Summer Sale	Identify the source of traffic
		utm_campaign	summer-sale-2023	Identify the specifc campaign
promotion_clicked	The user clicks on a promotion/banner	promotion_name	Buy 1 Get 1 Free	The name of the promotion the user interacted with
promocode_added	The user adds a promo-code or discount	discount_amount	20%, $30	The perecntage or amount of the discount applied
		promocode	SUMMER2023	The name of the promocode applied by the user