Sample readout. The company, its customers and every number here are made up. It shows the format and depth of a real diagnostic.

Yieldwise · two-week diagnostic · readout

Trust and safety diagnostic

Prepared for Plinthwood, a fictional marketplace for independent home-goods and furniture sellers · data from 2025-11-01 to 2026-10-31

The question

Where does Plinthwood's review effort go, what do wrong decisions cost, and what does each verified user really cost by vendor? The agreed success criterion was at least one finding, countable in Plinthwood's own data, worth more than the diagnostic.

Three findings

1. **39% of review cases come from one rule that leads to action 2.3% of the time.** Reviewers spent 1,685 hours closing those cases with no action.
2. **864 users suspended by one rule were reinstated on appeal.** 110 of those who had been earning never came back, worth $248k a year in seller commission.
3. **The identity vendor that is 32% cheaper on the rate card costs more per verified user**, $3.09 against $3.14, and verifies 78% of users against 91%.

Finding 1. One rule fills 39% of the queue and almost never leads to action

17,224
cases from rule R-17, of 44,023

97.7%
closed with no action

1,685 h
reviewer time on those

$69,066
at $41 an hour (assumed)

Rule	Trigger	Cases	Share	No action	Reinstated on appeal	Review hours
R-17	listing_edit_burst	17,224	39.1%	97.7%	0	1,724
USER_REPORT	user_report	8,983	20.4%	56.3%	0	2,376
R-21	scam_message_model	5,510	12.5%	46.0%	0	1,103
R-09	ip_geo_mismatch	5,503	12.5%	45.3%	864	1,279
R-05	fake_listing_model	4,101	9.3%	41.4%	0	1,223
R-03	shared_payment_instrument	2,702	6.1%	40.8%	0	1,114

Closing R-17 cases automatically below a risk score, and sampling a small share for review, would return most of those hours to the queues where cases wait. In the escalation queue the median wait from flag to first action is 8.8 days, against 1.2 in the standard queue.

Confidence: high on counts and hours, which come from the case tool's own handling time. The dollar figure depends on the cost per reviewer hour, stated as an assumption to be replaced with Plinthwood's number.

Finding 2. Good users are being suspended, and some do not come back

864
of 2,999 R-09 suspensions reinstated on appeal

371
of them were earning before the suspension

$68,958
commission a month attached to them

110
never earned again · $20,656 a month

Rule R-09 flags a mismatch between a user's IP location and their registered address. 29% of its suspensions were reversed on appeal, which is a floor on the error rate: only users who appealed can be counted. Of the reinstated users with an earnings history, 30% recorded no earnings in any later month.

Confidence: high on counts. The revenue figure uses each user's average seller commission in the three months before the suspension, and assumes they would have continued at that pace. Users who were suspended and never appealed are not included, so the true cost is likely higher.

Finding 3. The cheaper identity vendor is not cheaper

	Vendor A	Vendor B
Rate-card price per verification	$1.95	$2.85
Users who started	6,058	4,497
Document check passed on first attempt	63.4%	87.2%
Users verified	4,710 (77.8%)	4,076 (90.6%)
Total billed	$14,561	$12,816
Cost per verified user	**$3.09**	**$3.14**

Vendor A bills every attempt, and 37% of its first document checks fail, so users retry and Plinthwood pays again. Vendor B bills once per session. The larger difference is not the fee: of every 100 users who start, Vendor B verifies about 13 more.

Confidence: high. Users were assigned to vendors at random in this data. At a client, check first that the two vendors saw comparable users.

Also measured

Accounts that pay themselves. 24 buyer accounts and 41 seller accounts share a device and have orders with each other. $2,285,570 was paid on those orders. 24 of the sellers have been banned; 17 have not, and $409,280 was paid to them in the last 90 days. This list goes to investigations, not into a dashboard.

Queue	Cases	Median days to first action	90th percentile
standard	37,401	1.2	2.6
escalation	6,447	8.8	19.1

How these numbers were checked

Check	What was done here	Result
Tie to a trusted total	Case counts against the case tool's totals; billed amounts against each vendor's invoice	Ties
Trace by hand	At a client: twenty cases followed from flag to outcome with an investigator	—
Agree definitions first	"Wrongly actioned" fixed before measuring: suspended or banned, then reinstated on appeal	Done
Independent second check	Every headline figure computed a second way, outside the SQL models, and compared automatically	All match
Data handling	Work happens inside the client's environment on approved fields. No identity documents or personal data leave it or enter an AI tool the client has not approved.	—

Recommendation

One change, one owner. The trust and safety operations lead sets an auto-close threshold for R-17 with a 5% review sample, and moves the freed hours to the escalation queue. Expected effect: about 1,516 reviewer hours a year returned, and a shorter escalation wait.

Next step. A real diagnostic would check these figures against your own case tool and talk each one through with the person who owns that queue. The first change to try is the rule with the clearest owner.

This is a sample on made-up data. Yieldwise is opening in January 2027. To hear when it does, join the waitlist at yieldwisedata.com.

Definitions

Term	Definition used
Review queue	Share is of all cases opened in the period. No-action rate is over R-17 cases that have an outcome.
Wrongly actioned	Wrongly actioned = case outcome suspended or banned with an appeal result of reinstated. Fee history = average seller commission over the 3 calendar months before the action month (missing month = 0), counted only when 3 such months exist in the period and the average is > 0. Not returned = has fee history, at least one calendar month after the reinstatement month, and zero fees in all of them.
Linked accounts	A buyer and a seller that share a device_id AND have an order with each other. Paid = paid invoices on those orders. Banned = the seller has any case with outcome banned. Last 90 days = paid_at after as_of - 90 days.
Flag to action	Days from opened_at to first_action_at for cases with an action, by queue.

Fictional data generated with a fixed seed (20270304). Every figure on this page is produced by the diagnostic's queries and checked against an independent calculation before the page is built.