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Lean Analytics: Use Data to Build a Better Startup Faster

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Lean Analytics: Use Data to Build a Better Startup Faster by Alistair Croll, Benjamin Yoskovitz. Whether you're a startup founder trying to disrupt an industry or an entrepreneur trying to provoke change from within, your biggest challenge is creating a product people actually want. Lean Analytics steers you in the right direction.

Lean Analytics: Use Data to Build a Better Startup Faster

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Lean Analytics bills itself as how data can be used as a startup. But it really is how you use data to make and check business decisions. And it takes the discussion of key performance indicators and puts them into a context where 1. data is readily available and 2. analyzing the data is relatively easy if you knew what data to look for and what and why you are analyzing it.

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