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Alistair is the author of three books on web performance, analytics, and IT operations, including "Lean Analytics" <http://leananalyticsbook.com/>, a book on using data to build a better business faster that's due out in March from O'Reilly Media.

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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

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relatively easy if you knew what data to look for and what and why you are analyzing it.

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Lean Analytics can help. By measuring and analyzing as you grow, you can validate whether a problem is real, find the right customers, and decide what to build, how to monetize it, and how to spread the word.

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What Lean Analytics does is actually provide a quantifiable reference manual for those who are thinking about taking that leap into starting something new whether a company or otherwise. It's a...

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Using Lean Analytics will give you the edge you need." -
Julien Smith, CEO/co-founder @ Breather "In Lean Analytics,
Ben and Alistair have done a masterful job showing us how
to use data and metrics to peer through the haze of
uncertainty that surrounds creating new businesses and
products. This book is a huge gift to our industry."

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Lean analytics cycle will help to find a metric that is relevant
to your business. You can also find out a metric based on
your business model. After choosing a metric to connect it
to a KPI (Key Performance Indicator). For example, the

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metric is conversion rate if your KPI is the number of people buying your product.

~~Lean Analytics | Use Lean Analytics Principles to Build a ...~~
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Hardcover – March 26 2013 by Alistair Croll (Author),
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Yoskovitz share with you what you to incorporate to be successful at reaching that end objective and do it faster, better and in the longer-term cheaper.

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Data is the antidote to self-delusion. By allowing you to soberly measure your success, it keeps you on track: you'll know exactly where you stand as you work toward your goal. You shouldn't become a robot that just follows the

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numbers, however. Your personal judgment is important too! You don ' t want to be data-driven; instead, stay data-informed.

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