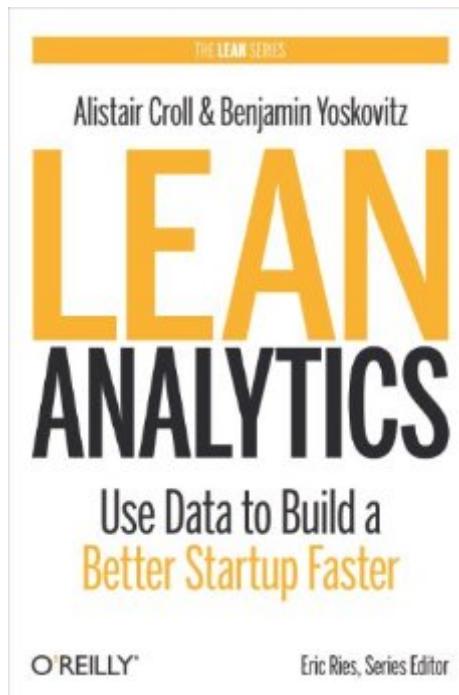# Lean Analytics: Use Data To Build A Better Startup Faster (Lean Series)

Synopsis

Marc Andreesen once said that "markets that don't exist don't care how smart you are." Whether you're a startup founder trying to disrupt an industry, or an intrapreneur trying to provoke change from within, your biggest risk is building something nobody wants.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. Focusing on the One Metric That Matters to your business right now gives you the focus you need to move ahead--and the discipline to know when to change course.Written by Alistair Croll (Coradiant, CloudOps, Startupfest) and Ben Yoskovitz (Year One Labs, GoInstant), the book lays out practical, proven steps to take your startup from initial idea to product/market fit and beyond. Packed with over 30 case studies, and based on a year of interviews with over a hundred founders and investors, the book is an invaluable, practical guide for Lean Startup practitioners everywhere.

Book Information

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Customer Reviews

Perfect Menu for the New to Entrepreneurial-ship ...I have encountered many GREAT new ideas

throughout my career in Technology & Retail that never transitioned to reality, not because of lack of passion, but due to stunted entrepreneurial capability in the captain of the ship. LEAN ANALYTICS Use Data to Build a Better Startup Faster will enable the New to Entrepreneurial-ship, formally educated or not. If you are embarking or are already deep into a Start-Up adVenture, Alistair Croll & Benjamin 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.Relevant evidence will help build confidence into the Start-Up enterprise; it will assist in validating what you already know, set direction and re-direction when it is needed - it will also help build the confidence of others in you & your Start-up to succeed. Understanding the value of establishing perception in others that will prove to be gateways to your Start-Up's success is a key element within the concepts shared and done in such a way that makes sense to the lay-person; you will not find a similar approach to this message in any of your typical analytics, statistics, performance management or six sigma book.There appears to be a magical-season for Start-Ups between bootstrapping and initial investment that will make or break the potential for that GREAT new idea to move through infancy; many all-out ignore data to assist in decision making and other become petrified by a drive for data perfection before setting direction. There are real risks to over/under complication; following the step laid out in this book will set you up to have a practical evolution in your relationship with measurable evidence.

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