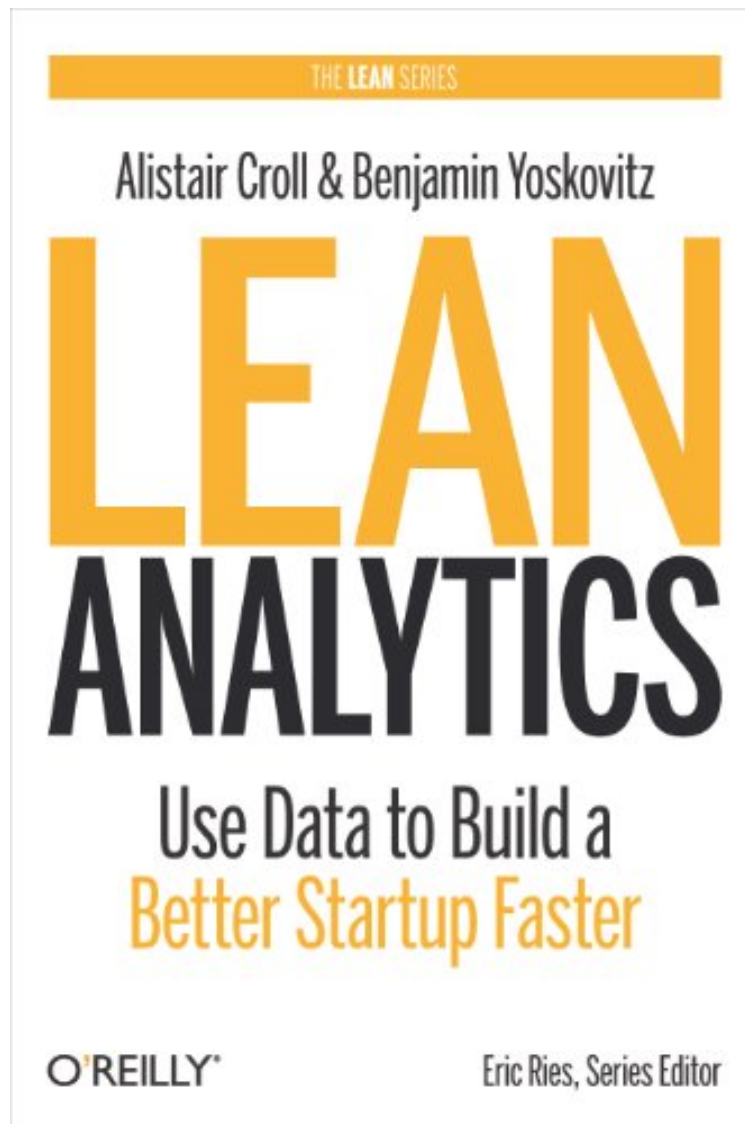


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Lean Analytics: Use Data to Build a Better Startup Faster (Lean Series)

Alistair Croll, Benjamin Yoskovitz
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Alistair Croll, Benjamin Yoskovitz : Lean Analytics: Use Data to Build a Better Startup Faster (Lean Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Lean Analytics: Use Data to Build a Better Startup Faster (Lean Series):

1 of 1 people found the following review helpful. Overwhelming at times, but great to use as reference for performance managementBy Vlad ZamfirescuI found it to be one of the most complete books on business performance management. From page one, you find yourself immersed in KPIs, metrics, various scenarios, giving you

all the information that you need if you are serious about getting a business on the road. What I found to be the most valuable resource offered by this book was the way it presented the applicability of the LEAN methodology to performance management through real world case studies. Still, I would recommend this book as a reference, as you will most likely have to come back to certain parts due to its overwhelming amount of data and information that it contains. 1 of 1 people found the following review helpful. The missing manual for making progress in your startup

By Lenny Rachitsky I've read most of the books in the lean startup world and wasn't specifically looking to another book on the topic. Still, I've never been satisfied with the high level principles and soft metrics that the other books in the area have offered. Everyone thinks they're doing "lean" by having short dev cycles, talking to users, and measuring things. "Lean" is the most bastardized term in all the land. When I came across this book the pitch sold me right away. I'm leaving this review because this book very much delivered on its promise. It shows you HOW without being overly prescriptive or assuming it has a "formula for success". It gives you specific concrete metrics to watch for your type of business, what healthy looks like for those metrics, and how you can actually measure whether you're making progress. Things that are often talked about in startup circles but rarely done well. If you buy into the whole lean startup philosophy, this is a must read. 1 of 1 people found the following review helpful. very good, but a tad heavy read.

By MSK Excellent follow up to the Eric Reis' book. This is a book you will keep at hand and go back to, at each stage of your startup's development. While the authors provide a very useful list of business models and the relevant metrics, it is a starting point. One needs to identify and apply metrics that are more relevant to the industry and context that the startup is in. I only wish the treatment of Intrapreneurship was done more justice. Guess a follow-on read of Tom Peters' Re-Imagine will help.

Marc Andreessen 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.

.com QA with Alistair Croll, coauthor of "Lean Analytics: Use Data to Build a Better Startup Faster" Q. Why is your book timely-- what makes it important right now? A. There's been a flurry of startup activity made possible by the lowered barriers to entry of cloud computing, social media, and app platforms. But there's less accountability. If you look at the numbers, it's a bloodbath: you're almost certain to fail. One reason for this is that founders are delusional. But data doesn't lie, and the right data in the right place at the right time can change your business (to steal from Steward Brand.) That's what this book is about-- using data to build a better business faster. Q. What information do you hope that readers of your book will walk away with? A. We have a ton of concrete data-- ideas of what's normal; what metric to watch at what time; and so on. But more than any of this, we hope they'll come away with an experimental eye, realizing that they're not building a product. Instead, they're building a tool to figure out what product to build. Q. What's the most exciting and/ or important thing happening in your space? A. That nearly every mature industry is ripe for disruption. An entrepreneur, working within a host organization, can absolutely revitalize the business (as Procter Gamble did when it introduced Swiffer, for example.) And a small business can tackle giants or entrenched competitors by being more agile (as Uber did to taxis, or Airbnb did to hotels.) Mops, taxis, and rentals aren't new. But they're hugely susceptible to change if it's applied in a measured, careful way.