

Lean Analytics

Resources on the book "Lean Analytics" intended for startups, but with information for any size business on knowing and measuring the metrics that matter.

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Below we have compiled publicly available sources from around the world that present views on Lean Analytics.

Perspectives on Lean Analytics

- [O'Reilly Webcast: Lean Analytics 201 - Five Lessons Beyond the Basics](#)
[youtube.com](#)
- [Interview with Ben Yoskovitz, Co-Author of Lean Analytics](#)
[leanb2bbook.com](#)

Books

- [Lean Analytics Book – Use data to build a better startup faster](#)
[leananalyticsbook.com](#)

Case Studies

- [Lean Analytics](#)
[slideshare.net](#)

Book Reviews

- [Lean Analytics Holds Secret To Building A Better Business](#)
[kevinkauzlaric.com](#)
- [Lean Analytics Book Notes](#)
[ivankreimer.com](#)
- [Book review: "Lean Analytics"](#)
[marcabraham.wordpress.com](#)
- [Book review - Lean Analytics](#)
[blogs.bl.uk](#)
- [Lean Analytics Summary](#)
[fourminutebooks.com](#)

Further Reading

- [Web Analytics 2.0](#) — Resources about Web Analytics 2.0 by Avinash Kaushik, the leading book on understanding and using web analytics.
- [Advanced Web Metrics with Google Analytics](#) — Resources about the book Advanced Web Metrics with Google Analytics. Now in it's third edition, Brian Clifton provides insight into using Google Analytics effectively.
- [Ask, Measure, Learn](#) — Resources on the book Ask, Measure Learn; which guides readers to extract business value from their gathered data by asking the right questions, measuring the right data, and learning from the results.
- [Lean Analytics](#) — Resources on the book "Lean Analytics" intended for startups, but with information for any size business on knowing and measuring the metrics that matter.

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