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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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Data Analytics for Lean Six Sigma | Coursera

Lean Analytics: The Complete Guide to the Systematic Method for the Use of Data to Manage and Build a Better and Faster Startup Business by Cutting Costs and Adding Value to the

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At the core of this is iteration—a cycle of learning and adapting that's driven by data. Lean Analytics gives you blunt, practical advice and proven approaches for learning from the abundance of data all around you. This book is about analytics, done right: lean, mean, and iteratively.

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Alistair Croll, author of Lean Analytics, explains the concepts of his book. He highlights the Lean Analytics cycle and five stages. Alistair strongly advises startups to pick the one metric that ...

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