



ANALYTICS RESOURCES

A Pirate Skills Community Articles

A Pirate's Guide to Community Articles

What if we all contributed to gathering all the best resources on our monthly topics in one open accessible article? Like the best blog articles, ebooks, online courses, podcasts, Youtube videos on the growth topics we discuss.

Please be respectful with the trust we give you with the editing rights on this document. Just add your resources and leave the others. Feel free to use the "suggestion mode" to suggest changes and to share your opinions.

If you want to be mentioned as a contributor, add your name to the title of your resource. Once we have a good baseline of resources we will regularly publish a well-formatted web version of this document as part of the free Pirate Skills course for all to benefit from. The team will also clean up in here from time to time and make improvements in the layout and structure to make this kind of community article better and better over time. If you encounter any problems or have questions feel free to contact me directly via ben@pirateskills.com.

P.S.: No, there is no way to set the default link color to white ... yes, I like dark mode better. 😊

Thank you all for your contributions & we would love to hear your feedback!

Online Courses

- Google Analytics Academy - Free courses by google from beginner to advanced
 - <https://analytics.google.com/analytics/academy/>
 - <https://www.lunametrics.com/blog/2016/07/07/learn-google-analytics-free/>
 - Facebook Analytics Course (from FB)
 - <https://analytics.facebook.com/blog/get-to-know-analytics-with-new-facebook-blueprint-course>
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Blog Articles

- The Google Analytics Syllabus: How to Learn for Free
 - <https://www.lunametrics.com/blog/2016/07/07/learn-google-analytics-free/>
 - 100-google-analytics-remarketing-audiences-for-retargeting
 - <https://www.optimizesmart.com/100-google-analytics-remarketing-audiences-for-retargeting/>
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Youtube Videos

- Measure School - Great Youtube Channel about Google Analytics and Tag Manager
 - <https://www.youtube.com/channel/UCIgiHdkPzNDtuoQy4xDw5mA/>
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Other (Podcasts, eBooks, ...)

- [Podcast] GrowthArtic - Ben Sufiani & Hendrik Lennarz
 - <https://pirateskills.com/p/growthartic>
- The ultimate cohort analysis cheat sheet (PDF)

PIRATE X SKILLS

- <https://chartmogul.com/resources/cohort-cheat-sheet/>
- [SlideShare] Startup Metrics for Pirates by Dave McClure — THE original presentation on AAARR Metrics:
 - <https://www.slideshare.net/dmc500hats/startup-metrics-for-pirates-long-version>
- [Book] Lean Analytics by A. Croll & B. Yoskovitz — A bible for all the analytics nerds:
 - <http://leananalyticsbook.com/>

TOOLS

- Hotjar, Get video recordings from the sessions of your website visitors — Super useful for early stages!
 - <http://hotjar.com>