

From Data to Dollars

Getting Started with Data Analytics and AI in Startups

Turn raw data into real traction—and real revenue .

This practical hands-on guide is built for the realities of startup life—where time is short, resources are limited, and every decision counts. Whether you're just getting started or scaling fast, this book is your essential playbook for building a data-driven startup ready for growth and innovation—and for turning insight into impact and data into dollars.

Drawing from his hard-won lessons as the first data hire in both venture-backed successes and failures, author Piotr Sidoruk shares battle-tested strategies for building data systems that are both affordable and scalable, agile and reliable. You'll explore how to create a strong data foundation free from the rigidity of traditional corporate models, and how to use analytics and AI to inform product development, customer insights, and investor communication—ultimately turning data into measurable business outcomes and revenue growth.

What makes this book different? It unites data engineering, analytics, and machine learning into one actionable framework tailored for startups. With real-world examples from companies like Spotify, Airbnb, and Stripe, you'll see how data can become a strategic asset from day one. From your first data hire to your next funding round, this book is your roadmap to making data your competitive advantage.

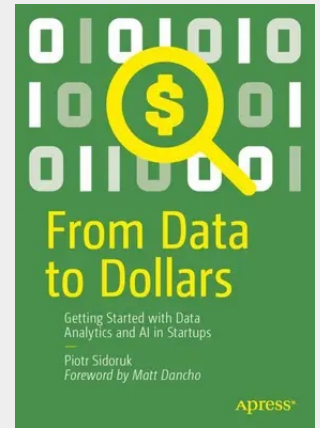
What You Will Learn

- Develop a lean data-driven strategy to fuel startup growth
- Build a scalable data stack for AI and machine learning without overspending
- Discover user insights with analytics and qualitative research
- Turn data into financial value and build narratives that win investors
- Track key startup metrics including CAC, LTV, retention, and growth KPIs
- Build dashboards and reports that drive decisions and revenue

Who This Book Is For

Data engineers, analysts, and scientists who are the first data hires at startups—or preparing to work in fast-paced, high-growth startup environments. Ideal for professionals looking to build scalable data systems, drive product insights, and grow their careers in early-stage tech companies.

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