



Explore

**Mixpanel** is an **advanced analytics platform** for web and mobile apps. [It enables you to **capture data on how users interact with your digital product** and provides **interactive reports** for querying and visualizing that data1](https://docs.mixpanel.com/docs/what-is-mixpanel). Here are **five reference links** where you can learn more about Mixpanel:

1. [**Choosing the right analytics data architecture tech: A step-by-step guide**](https://mixpanel.com/blog/guide-to-choosing-your-data-architecture/): This comprehensive guide by Mixpanel covers data architecture choices, including considerations for event collection and analysis, data governance, and security[2](https://mixpanel.com/blog/guide-to-choosing-your-data-architecture/).
2. [**The Mixpanel pitch deck that helped it raise $65m**](https://www.techinasia.com/visual-story/mixpanel-series-b-pitch-deck): Explore Mixpanel’s journey and how it works with over 26,000 companies, including Twitter, Uber, Expedia, and Skyscanner[3](https://www.techinasia.com/visual-story/mixpanel-series-b-pitch-deck).
3. [**Mixpanel Docs: What Is Mixpanel?**](https://docs.mixpanel.com/docs/what-is-mixpanel): Dive into the specifics of Mixpanel’s analytics tool, understanding how it captures user interactions and simplifies data analysis[1](https://docs.mixpanel.com/docs/what-is-mixpanel).
4. [**What Is Mixpanel and how can it increase the user experience?**](https://leadsbridge.com/blog/what-is-mix-panel/): Learn about Mixpanel’s focus on user behavior, analytics, and its impact on web and mobile experiences[4](https://leadsbridge.com/blog/what-is-mix-panel/).
5. [**Mixpanel Data Stack**](https://mixpanel.com/blog/guide-to-choosing-your-data-architecture/): Explore the technical aspects of Mixpanel’s data architecture, including event collection methods and implementation options[2](https://mixpanel.com/blog/guide-to-choosing-your-data-architecture/).

Happy learning! 🚀📊