Abstract

This research explores the effectiveness of Agile methodologies in project management, employing a mixed-methods case study approach to evaluate their impact on project success, efficiency, and team collaboration. As organizations increasingly adopt Agile frameworks such as Scrum and Kanban, understanding their effectiveness across various industries becomes crucial for optimizing project outcomes. The study investigates how Agile practices influence key project management factors, including adaptability, stakeholder engagement, project delivery times, and quality of outcomes. Through qualitative interviews with project managers and team members, insights are gathered on the challenges and benefits of implementing Agile methodologies in real-world projects. Additionally, a quantitative analysis of project performance data is conducted to assess the correlation between Agile practices and project success metrics such as budget adherence, timeline completion, and client satisfaction. The findings reveal that agile methodologies enhance flexibility, foster better communication, and lead to higher customer satisfaction by allowing for iterative development and continuous feedback. However, challenges such as resistance to change and the need for proper training are also identified. This study provides valuable insights for organizations considering or currently implementing Agile methodologies, offering evidence-based recommendations for improving project management practices and maximizing the effectiveness of Agile frameworks in diverse project environments.