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Agile Values or Plan-Driven Aspects: Which Factor Contributes More toward the Success of Data Warehousing, Business Intelligence, and Analytics Project Development?

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## Highlights

- Analytics development can be done in agile-plan balanced or agile-heavy mode
- Agile values are essential for both agile-plan balanced and agile-heavy modes
- Plan-driven aspects are essential only for the balanced mode
- Top management is a crucial antecedent for the agile-plan balanced mode
- Shared understanding is a crucial antecedent for the agile-heavy mode

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