Why are metrics important, from a business point of view? The textbook describes three agile metrics. In your opinion, which metric is the most effective and why

Metrics are important because they allow the team to measure the over-all process of development. From beginning to delivery and problems or bottlenecks can be identified and corrected. This could also help the team with a fix for the next project.

Another good reason for metrics from a business point of view is delivering on time. Metrics will give the team a snap shot of if the software is ahead of schedule or behind and by how much. If the team falls too far behind the business might want to inform the customer of the delay.

My opinion for the most effective metric is the burndown chart, because the time to complete the project is shown and what the team has done time wise is also shown. I believe it to be a good reference point for daily use.

References:

Agile Software Development with C#, Scrum, eXtreme programming, and Kanban Revised Edition. Lynn Smith, 2019.