**Project Completion Report**

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**Introduction**

The evolving dynamics of the modern workforce have brought to light a significant challenge faced by both GenZ individuals and employers worldwide. Gen Z, individuals born between 1995 and 2012, have grown up in a rapidly advancing technological landscape that has shaped their aspirations, expectations, and work ethics. With an inherent desire for meaningful work, flexible hours, and alignment with organizational values, Gen Z is finding it difficult to secure roles that resonate with their passions and career goals.

On the other hand, employers are striving to attract and retain this young talent but often fall short of meeting their expectations. Traditional recruitment and retention strategies, which focus on stability and hierarchical progression, fail to address Gen Z’s emphasis on innovation, work-life balance, and rapid career progression. This disconnect has created a gap, leaving many Gen Z individuals underemployed or dissatisfied, and organizations struggling with high turnover rates and a lack of sustained engagement from younger employees.

This project seeks to explore the root causes of this disparity, analyse its impact on both Gen Z and employers, and propose actionable solutions to bridge the gap. By fostering mutual understanding and adaptation, both parties can thrive in a collaborative and progressive work environment.

**Project Objectives**

1. **Identify the Challenges:**  
   Examine the key issues faced by Gen Z individuals in securing roles that align with their passions and aspirations, as well as the difficulties employers face in attracting and retaining young talent.
2. **Analyse Expectations:**  
   Understand the expectations and priorities of Gen Z regarding career growth, work-life balance, and meaningful work, and compare them with the organizational requirements and traditional practices.
3. **Highlight the Gaps:**  
   Pinpoint the disconnect between Gen Z’s career aspirations and employers' recruitment and retention strategies.
4. **Propose Solutions for Gen Z:**  
   Develop strategies to help Gen Z individuals enhance their employability by aligning their skills with industry demands and effectively communicating their career aspirations to potential employers.
5. **Propose Solutions for Employers:**  
   Recommend modern recruitment and retention practices for organizations to better meet the expectations of Gen Z, including flexible work arrangements, meaningful job roles, and career progression opportunities.
6. **Promote Mutual Understanding:**  
   Facilitate improved communication and understanding between Gen Z individuals and employers to create a collaborative and mutually beneficial work environment.
7. **Global Applicability:**Provide insights and solutions that can be applied across industries and regions to address the problem on a global scale.

**Methodologies Used**

1. **Documentation:**

Two Reports had been provided to understand the career aspirations of GenZ. Out of these two, one was of Gartner and the other was of Deloitte. After going through these two reports, created “Problem Statement” & “Stakeholder Identification and their role” documentation using 5W1H Framework.

Software Used: MS Word

1. **Data Collection:**

Created a survey using Google forms to collect data on “Career Aspirations of GenZ”.

Additionally, an excel file of raw dataset corresponding to the career aspirations of GenZ had been provided in the project.

1. **Data Cleaning & Standardization:**

Performed cleaning on raw dataset provided in the project. Handled the missing values and standardized the column names of the dataset. Applied various data wrangling operations wherever required to make dataset cleanest for performing analysis.

1. **Pivot Tables:**

Used Pivot tables function in Excel to give answer or outcomes for various questions that can arise from the dataset for analysis.

1. **SQL:**

Performed analysis using SQL Queries. Imported the dataset into PostgreSQL using queries and then wrote various queries for effective analysis.

1. **Dashboard:**

Visuals are great way to show analysis and are more effective in understanding the trends. Created functional dashboard in excel for “Learning Aspirations of GenZ”, “Mission Aspirations of GenZ” and “Manager Aspirations of GenZ”.

**Key Findings:**

**1. Challenges Faced by Gen Z Individuals**

* Many Gen Z individuals struggle to secure jobs that align with their aspirations due to:
  + Rapid technological advancements requiring constant upskilling.
  + A disconnect between their expectations (e.g., work-life balance, flexible work) and the roles offered by traditional organizations.
  + Limited awareness of how to align personal interests with market demands.

**2. Challenges Faced by Employers**

* Employers face difficulties in attracting and retaining Gen Z talent due to:
  + Misalignment with Gen Z’s values, such as the importance of meaningful work and a healthy work-life balance.
  + Traditional recruitment and retention policies that fail to appeal to the younger workforce.
  + High turnover rates, with Gen Z employees often leaving within 1-2 years for better opportunities.

**3. Gaps Identified**

* A significant mismatch exists between Gen Z’s aspirations and employer offerings, specifically in:
  + Career progression opportunities.
  + Flexible working conditions and modern work environments.
  + Alignment of organizational values with individual expectations.

**4. Stakeholder Perspectives**

* **Gen Z Individuals**: Prioritize meaningful work, professional growth, and work-life balance over financial compensation alone.
* **Employers**: Seek long-term retention and high employee engagement but struggle to adapt their strategies to the preferences of Gen Z.
* **Educational Institutions and Counsellors:** Need to better align their training and guidance with the evolving job market demands.
* **HR Managers:** Require new strategies for recruitment, onboarding, and retention to meet Gen Z’s expectations.

**5. Effective Strategies Identified**

* **For Gen Z:**
  + Upskilling to meet technological and organizational demands.
  + Clear communication of career aspirations and expectations during the hiring process.
  + Leveraging networks, mentors, and online resources for career guidance.
* **For Employers:**
  + Revamping recruitment strategies to highlight meaningful work, flexibility, and growth opportunities.
  + Creating feedback systems to regularly evaluate and adjust workplace policies to meet Gen Z expectations.

**Stakeholder Analysis:**

The stakeholder analysis aims to evaluate the roles, interests, and potential benefits for each group involved in addressing the challenges faced by Gen Z individuals and employers. Understanding these stakeholders' perspectives and contributions is vital to formulating effective solutions and achieving the project’s objectives.

**1. Gen Z Individuals**

* **Role:** Primary beneficiaries of the project, representing the talent pool entering the workforce with unique aspirations and values.
* **Interests:**
  + Securing roles that align with their passions, skills, and values.
  + Achieving work-life balance and professional growth opportunities.
  + Working in environments with meaningful work and digital integration.
* **Benefits:**
  + Enhanced clarity on career paths that resonate with their aspirations.
  + Opportunities to work with organizations that prioritize their values and needs.
  + Greater job satisfaction and long-term career development.

**2. Employers**

* **Role:** Organizations offering job opportunities and workplace environments aimed at recruiting and retaining Gen Z talent.
* **Interests:**
  + Attracting skilled and motivated young employees.
  + Reducing high turnover rates by aligning with Gen Z expectations.
  + Building a work culture that appeals to a multi-generational workforce.
* **Benefits:**
  + Access to a committed and engaged Gen Z workforce.
  + Reduced recruitment and training costs due to better retention.
  + Improved workplace culture and enhanced productivity.

**3. HR Managers and Recruitment Teams**

* **Role:** Key facilitators of hiring and retention strategies tailored to meet the evolving needs of Gen Z.
* **Interests:**
  + Developing effective recruitment processes that resonate with younger talent.
  + Improving employee engagement and job satisfaction.
  + Reducing costs associated with frequent turnover.
* **Benefits:**
  + More efficient recruitment processes with targeted strategies for Gen Z.
  + Better retention rates, leading to lower hiring costs.
  + Stronger alignment of organizational practices with workforce expectations.

**4. Educational Institutions and Career Counsellors**

* **Role**: Institutions and advisors that prepare Gen Z for the workforce and provide career guidance.
* **Interests**:
  + Ensuring students are equipped with skills that match job market demands.
  + Establishing partnerships with organizations for successful placements.
  + Enhancing the employability and satisfaction of graduates.
* **Benefits**:
  + Improved placement success rates.
  + Enhanced reputation as institutions producing job-ready graduates.
  + Stronger industry connections through partnerships.

**5. Parents, Teachers, Friends, and Influencers**

* **Role:** Personal networks that influence and guide Gen Z individuals in their career choices.
* **Interests:**
  + Supporting Gen Z in achieving stable, fulfilling careers.
  + Offering relevant and realistic career advice.
  + Encouraging personal and professional growth.
* **Benefits:**
  + Access to information and tools to provide better career guidance.
  + Increased satisfaction in supporting Gen Z individuals in achieving their aspirations.
  + Greater alignment between their guidance and current job market trends.

**Project Outcomes:**

* Maximum Respondents were Male accounting for 59.39 % of total respondents across the India, While Female respondents was roughly around 40% and least respondents were from others merely 0.10%.
* 45.73% of respondents are interested in education abroad without any Sponserships, while 21.90% of respondent are interested in education abroad but needs Sponsership, if they got Sponsership then they will study abroad else not.
* There are Total 8 key influencing factors on career aspirations for respondents in India. These are Parents, World Changers, Influencers, Social Circle, LinkedIn, Social Media, Friends, and Movies. Out of these 8 Parents and World Changers are the most influential factor accounting 34.36% & 22.25% respectively.
* For both Males & Females, the top 3 key factors in influencing career aspirations are Parents, World Changers, and Influencers.
* Out of 3923, 1436 or 36.60% are willing to work for a company for at least 3 years, while there is another group of respondents who does not guarantee to work for 3 years but can try if company is ideal for them and the composition of this group is maximum i.e. 57.76%
* Around 56.18% of total respondents prefer to work in socially impactful companies.
* 60.60% of Female respondent prefer to work in socially impactful companies and in the same way 53.18% of Male respondent prefer to work in socially impactful companies.
* Most respondents or 30.41% of total respondents are expecting salary of More than 50k in the first three years. 5k to 10k is the least expected minimum salary by 1.68% of respondents.
* 32.83% of respondents are preferring remote working practice after Hybrid working practice which is preferred by 46.42% of respondents.
* 8 hours is majorly preferred number of daily work hours in workplace, favoured by 95.21% of respondents.
* Unclear work without any goals, Political Environment, and Unsupportive Managers are the top most frustating factors in workplace.
* Around 40.37% of Male Respondents need full week break once in 3 months to maintain work life balance while 44.98% of Female respondents need full week break once in 2 months to maintain work life balance.
* Out of 3923 respondents, only 81 which is 2.06% of total respondents are willing to work under an abusive manager.
* More than 151k is the most Expected minimum salary after five years by respondents of India, accounting for 22.64% of total Indian respondents, while 30k to 50k is the least expected minimum salary after five years accounting only for 4.31%.
* Around 31.63% Males are preferring Remote working while 34.61% Females are preferring Remote working. Remote working is second most favourable working practice by all genders.
* Great Compensation, Meaningful Impact of Work, and Passion Involving work are the three major factors to boost work happiness and productivity constituting 25.73%, 22.41%, and 20.95% respectively.

**Challenges Faced:**

* Handling Missing Values
* Data Standardization for doing analysis and while importing to PostgreSQL.

**Lessons Learned:**

* Learned to create documentation and understand Problem statement using 4 common themes-Issue/Challenge, Cause, Impact and Potential Solution.
* Learned to do effective data cleaning such as data standardization and handling values.
* Effective use of Pivot Tables to get answers of business questions or problems and to create a visually Appealing Dashboards.
* Effective use of slicers and its customisation.

**Recommendations For Future Projects:**

* Try to include Creation of Dashboard using Power BI and provide lessons for the same.
* Provided Lessons were excellent but some of them need little bit more advancement and few more topics like in SQL – Windows Function, Excel – Forecasting
* In business Analytics Internship, provide business specific related topic so it can boost or build basics of business terminology.
* Lessons are slightly more oriented towards theory try to make them more practical.

**Five "Wow" Insights:**

1. For GenZ, Still Parents are the top most key factor in influencing Career aspirations.
2. GenZ’s are more oriented towards personal growth and opportunities instead of looking for stability.
3. GenZ’s are now more inclined towards Remote and Hybrid working as compared to on-site working policy.
4. 8 hours is the most preferred number of working hours by GenZ roughly around by 95%.
5. 77.19 % GenZ’s are ready to work in companies which recently laid off employees.