Select career close to Aspirational job, count(*) as Job_Count

From Employer

Group by Career close to Aspiration job

Order by Job_Count DESC;

INSIGHTS

➔ Drive design strategy is the top most career that students were very interested
➔ Other highly preferred roles are Business Operations and Data Analysis, which were attracted by most of the students, next to design strategy
➔ Leadership roles like Manager, Entrepreneur were shown interest in by students
➔ The data indicates Gen-Z is leaning toward impactful, growth-oriented careers, rather than traditional fields like teaching or freelance work.

Select Career Influencing Factors, count (*) as Factors_Count

From Employer

Group by Career Influencing Factors

Order by Factors_Count DESC;

INSIGHTS

➔ Family is the strongest Influence on Gen z's Career decisions, its highlights the importance of their family and responsibilities.
➔ Social media is the second biggest factor, its shows how much Gen z choices were influenced by social media
➔ Friends and other factors have minimal impact compared to family and social media
➔ This data indicates Gen z was drawn by social media influencers and the responsibilities from their family.

Select Working Environment, count (Working Environment)

From Employer

Group by Working Environment

Order by count(working Environment) DESC;

INSIGHTS

➔ Fully Remote was mostly preferred by Gen z its showing they were into work from home

➔ HYBRID ➔ Same level of Gen z preferred hybrid mode mix of home and office work

➔ Working from Home is less popular. It becomes less attractive to young professionals

Select Excepting salary, count(*) as salary_count

From Employer

Group by Excepting salary

Order by salary_count;

INSIGHTS

➔ Most Gen-Z prefer a salary range of ₹31K to ₹40K, showing high financial expectations.

➔ The average preferred salary falls between ₹26K to ₹30K, which is common among many students.

➔ The least preferred range is ₹10K to ₹15K, showing that low-paying jobs are not attractive to Gen-Z

Select
Case

When Social Impact IN (1,2,3) THEN 'Less Impact'

When Social Impact IN (4,5,6) THEN 'Partially Impact'

When Social Impact IN (7,8,9) THEN 'More Impact'

END AS Impact_level

Count(*) AS Total_Impact

From Employer

Group by Impact_level;

INSIGHTS

➔ A high count in "More Impact" shows many prefer employers who care about social causes.

➔ A good number fall under "Partially Impact", meaning they care about social impact, but it's not a top priority

➔ The low count in "Less Impact" suggests only a small group ignores social responsibility in career decisions.