# GenZ Career Aspiration

Dream Bold, Hustle Smart: Shape your Future

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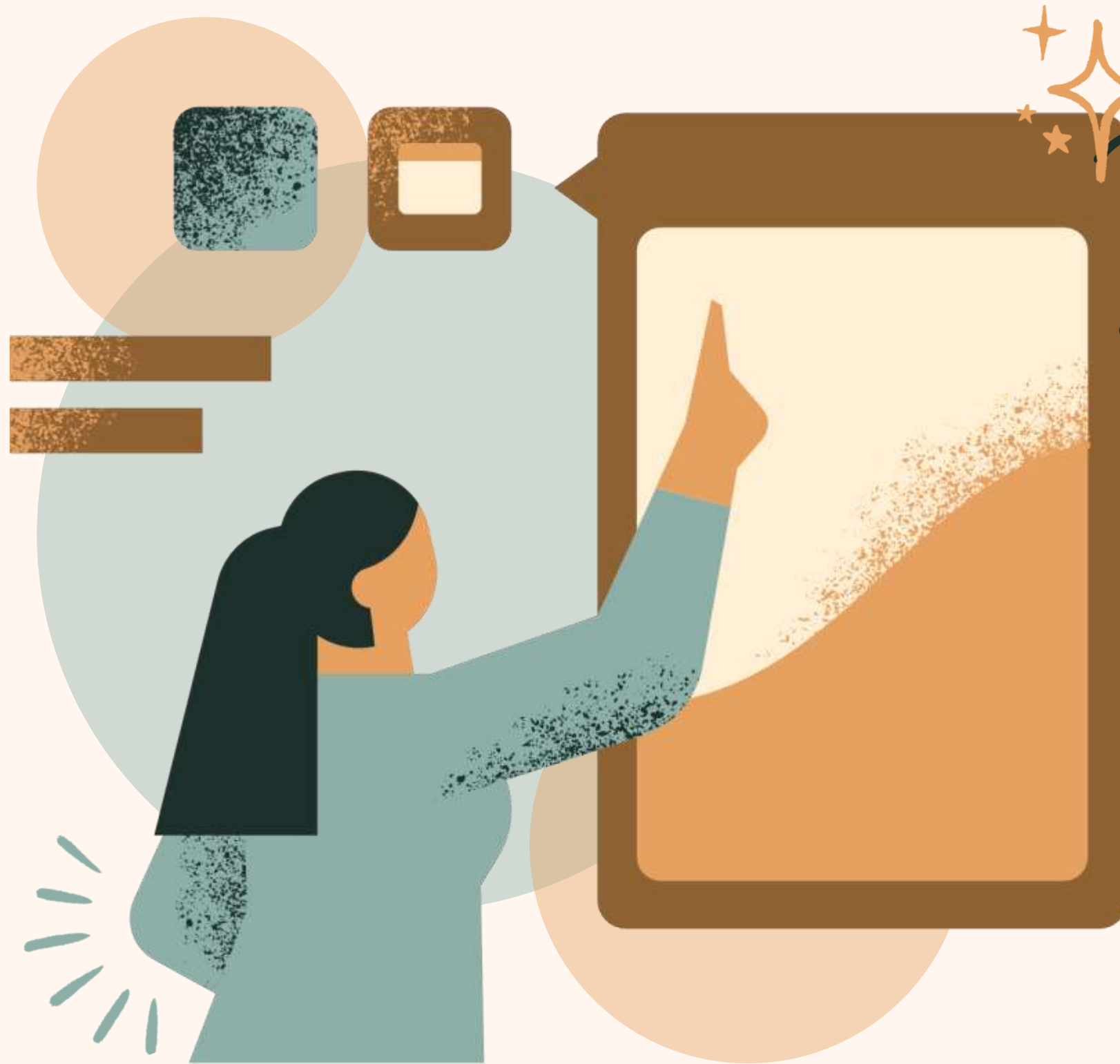
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# Problem Statement

The Gen Z are facing issues in getting their desired job with respect to their aspirations and passion while the Employers are struggling to attract, retain and manage the talent in the market effectively.

# Tool Used

MySQL Workbench is a powerful, open-source visual tool designed for database architects, developers, and DBAs to manage MySQL databases. It provides a user-friendly interface for:

## Database Design

Create and manage database models using an intuitive graphical interface.

## SQL

Write and execute SQL queries with an integrated editor that features syntax highlighting and code completion.

## Data Migration

Easily migrate databases from other platforms to MySQL.

## Visual Dashboard

Gain insights into server performance with visual representations of key metrics.

## Who

- Gen Z: The individuals born in between 1997 and 2012 having different set of values and desires as compared to the previous generation.

- Employers: Companies that are looking to hire young talents for their firm.

## When

- The issue has been arising since Gen Zs started joining the workforce significantly from 2017.

## What

- The issue faced by Gen Z is to find a role which match their passion and desire of a balanced life.
- Simultaneously the problems faced by the employers is to handle the talents of Gen Z and align them effectively for the fruitful outcome.

## Where : Impact of Issue

- This issue is faced globally and in each and every sector whether it is technology, education, healthcare or the sectors having social impact. Gen Zs do not make opinion solely on the basis of company's products and services but the ethics, values and social impact also make to the count.

## Why

- Gen Zs are having different perspective and tactics of dealing with the things in hand than did earlier cohorts.
- As born and brought up in the technology paced world made them innovative and digitally proactive.

## How

- To bridge the gap between the aspirations and expectations both proactively communicate with each other.

- The employers should adopt various recruitment strategies to attract the young talent and provide career growth opportunities.

# SQL Queries

Data Migration

# What is Gender Distribution of respondents from India

```sql
SELECT
    Gender, COUNT(*) AS Gender_distribution
FROM
    career_aspiration
WHERE
    Country = 'India'
GROUP BY Gender;
```

| Gender | Gender_distribution |
|--------|---------------------|
| M      | 45432               |
| F      | 29826               |
| Other  | 96                  |

# What percent of respondents from India are interested in Higher Education

```sql
SELECT
    higher_education,
    COUNT(*) / (SELECT
            COUNT(*)
        FROM
            career_aspiration) * 100 AS Eduaction_abroad_percent
FROM
    career_aspiration
WHERE
    Country = 'India'
GROUP BY higher_education;
```

| higher_education | Eduaction_abroad_percent |
|---|---|
| Yes | 44.4530 |
| Yes if sponsered | 21.1379 |
| No | 31.1433 |

# What are the top 6 influences on career aspiration for respondents

```sql
SELECT
    influencing_factors, COUNT(*) AS count
FROM
    career_aspiration
WHERE
    Country = 'India'
GROUP BY influencing_factors
ORDER BY count DESC
LIMIT 6;
```

| influencing_factors | count |
|---------------------|-------|
| Parents | 25536 |
| World Leaders | 16280 |
| Influencers | 12560 |
| Acquaintance | 10532 |
| Social Media | 8916 |
| Friends | 972 |

# How do career aspiration vary by Gender in India

```sql
SELECT
    influencing_factors, Gender, COUNT(*) AS count
FROM
    career_aspiration
WHERE
    Country = 'India'
GROUP BY Gender , influencing_factors
ORDER BY influencing_factors DESC , Gender ASC;
```

| influencing_factors | Gender | count |
|---|---|---|
| World Leaders | F | 6342 |
| World Leaders | M | 9914 |
| World Leaders | Other | 24 |
| Social Media | F | 3588 |
| Social Media | M | 5328 |
| Parents | F | 10446 |
| Parents | M | 15090 |
| Movies | F | 198 |
| Movies | M | 324 |
| Movies | Other | 36 |
| Influencers | F | 5214 |
| Influencers | M | 7346 |
| Friends | F | 180 |
| Friends | M | 792 |
| Acquaintance | F | 3858 |
| Acquaintance | M | 6638 |
| Acquaintance | Other | 36 |

# What percent of respondents are willing to work for a company for atleast 3 yrs

```sql
SELECT
    three_years_tenurity,
    COUNT(*) / (SELECT
            COUNT(*)
        FROM
            career_aspiration) * 100 AS Percent_of_respondents
FROM
    career_aspiration
WHERE
    Country = 'India'
GROUP BY three_years_tenurity;
```

| three_years_tenurity | Percent_of_respondents |
|---|---|
| Yes, with good company culture | 55.8936 |
| Yes | 35.8880 |
| No | 4.9526 |

# How many respondents prefer to work for socially impactful companies

```sql
SELECT
    CASE
        WHEN social_impact IN (10 , 9, 8) THEN 'Prefer to work'
        WHEN social_impact IN (7 , 6, 5, 4) THEN 'Neutral'
        ELSE 'Do no prefer to work'
    END AS Result,
    COUNT(*) AS count
FROM
    career_aspiration
WHERE
    Country = 'India'
GROUP BY Result
ORDER BY Result;
```

| Result | count |
|---|---|
| Do no prefer to work | 18746 |
| Neutral | 39634 |
| Prefer to work | 16974 |

# How does preference for socially impactful companies vary by Gender

```sql
SELECT
    CASE
        WHEN social_impact IN (10 , 9, 8) THEN 'Prefer to work'
        WHEN social_impact IN (7 , 6, 5, 4) THEN 'Neutral'
        ELSE 'Do no prefer to work'
    END AS Result,
    Gender,
    COUNT(*) AS count
FROM
    career_aspiration
WHERE
    Country = 'India'
GROUP BY Result , Gender
ORDER BY Result;
```

| Result | Gender | count |
|---|---|---|
| Do no prefer to work | F | 7860 |
| Do no prefer to work | M | 10826 |
| Do no prefer to work | Other | 60 |
| Neutral | F | 16386 |
| Neutral | M | 23248 |
| Prefer to work | F | 5580 |
| Prefer to work | M | 11358 |
| Prefer to work | Other | 36 |

# What is the distribution of min. expected salary in first 3 yrs among respondents

```sql
SELECT
    salary_first_3_years, COUNT(*) AS count_of_respondents
FROM
    career_aspiration
WHERE
    Country = 'India'
GROUP BY salary_first_3_years
ORDER BY count_of_respondents;
```

| salary_first_3_years | count_of_respondents |
|---|---|
| 5K to 10K | 1092 |
| 11k to 15k | 1506 |
| 16k to 20k | 3860 |
| 21k to 25k | 6678 |
| 26k to 30k | 9154 |
| 31k to 40k | 13080 |
| 41k to 50k | 14790 |
| >50k | 25194 |

# What percent of respondents prefer remote working

```sql
SELECT
    working_environment,
    COUNT(*) / (SELECT
            COUNT(*)
        FROM
            career_aspiration) * 100 AS Remote_working_percent
FROM
    career_aspiration
WHERE
    Country = 'India'
        AND working_environment = 'Fully Remote'
GROUP BY working_environment;
```

| working_environment | Remote_working_percent |
|---|---|
| Fully Remote | 4.8140 |

# How does the need for work-life balance interventions vary by Gender

```sql
SELECT
    week_break, Gender, COUNT(*) AS count
FROM
    career_aspiration
WHERE
    Country = 'India'
        AND week_break != 'N/A'
GROUP BY Gender , week_break
ORDER BY count DESC;
```

| week_break | Gender | count |
|---|---|---|
| Once in 3 months | M | 4932 |
| Once in 2 months | F | 4194 |
| Once in 2 months | M | 4140 |
| Once in 3 months | F | 3708 |
| Once in 6 months | M | 2088 |
| Once in 6 months | F | 1116 |
| Once in 12 months | M | 720 |
| Once in 12 months | F | 72 |
| Once in 2 months | Other | 36 |
| Once in 3 months | Other | 36 |

# What are the top work frustrations for each Gender

```sql
with abc as(
select Gender, frustating_factors as Factors, count(*) as count
FROM
    career_aspiration
WHERE
    Country = 'India' and frustating_factors!="N/A"
    group by Gender, Factors
    order by count desc),
ranking as(
select Gender, Factors, count,
rank() over(partition by Gender order by count desc) as rank_no from abc
)
select Gender, Factors, count
from ranking
where rank_no =1;
```

| Gender | Factors | count |
|--------|---------|-------|
| F | Political Environment | 2340 |
| M | Unclear work without any goals | 3492 |
| Other | Political Environment | 72 |

# What percent of respondents need sponsorship for education abroad

```sql
SELECT
    higher_education,
    COUNT(*) / (SELECT
            COUNT(*)
        FROM
            career_aspiration) * 100 AS Percent_of_respondents
FROM
    career_aspiration
WHERE
    Country = 'India'
        AND higher_education = 'Yes if sponsered'
GROUP BY higher_education;
```

| higher_education | Percent_of_respondents |
|---|---|
| Yes if sponsered | 21.1379 |

# INSIGHTS

•46.84% respondents wants to have Higher Education abroad while 21.74% will go if they are sponsored.

•55.89% respondents still wants to work in a firm even after 3 years of teunrity if the firm is having Good culture.

•Top work frustrations among GenZs are Political environment and Unclear work without any goal.

•The main Influencers of the GenZ for their career are their Parents and then comes the World Leaders.

•75.5% respondents prefers the Hybrid working mode while only 4.81% prefer Remote working.

•GenZs require a break after 2-3 months to maintain work-life balance.

# THANK

*You*