



GEN

GEN-Z PROJECT USING SQL

BY : MADHURESH RAJ



ABOUT THIS PROJECT

Hello, My name is Madhuresh Raj and in this project I have utilize SQL Queries to solve questions that were related to Gen Z career aspirations response .

In the dynamic and ever-evolving world shaped by Gen Z, understanding their preferences and behaviors is crucial. Our project focuses on analyzing and managing data related to Gen Z trends using SQL. By delving into key insights such as consumption patterns, digital engagement, and lifestyle choices, we aim to uncover actionable trends and enhance decision-making for businesses targeting this influential generation. This project leverages data analysis to provide a deeper understanding of Gen Z preferences, helping organizations stay ahead in a competitive, Gen Z-driven market. Using data(feedback) given by Gen-Z.





QUERIES

01.

WHAT IS THE GENDER DISTRIBUTION OF RESPONDENTS FROM INDIA?

02.

WHAT PERCENTAGE OF RESPONDENTS FROM INDIA ARE INTERESTED IN EDUCATION ABROAD AND SPONSORSHIP?

03.

WHAT ARE THE 6 TOP INFLUENCES ON CAREER ASPIRATIONS FOR RESPONDENTS IN INDIA?

04.

HOW DO CAREER ASPIRATION INFLUENCES VARY BY GENDER IN INDIA?

05.

WHAT PERCENTAGE OF RESPONDENTS ARE WILLING TO WORK FOR A COMPANY FOR AT LEAST 3 YEARS?

06.

HOW MANY RESPONDENTS PREFER TO WORK FOR SOCIALLY IMPACTFUL COMPANIES?

07.

HOW MANY PREFERENCE FOR SOCIALLY IMPACTFUL COMPANIES VARY BY GENDER?



QUERIES

08.

WHAT IS THE DISTRIBUTION OF MINIMUM EXPECTED SALARY IN THE FIRST THREE YEARS AMONG RESPONDENTS?

09.

WHAT IS THE EXPECTED MINIMUM MONTHLY SALARY IN HAND?

10.

WHAT PERCENTAGE OF RESPONDENTS PREFER REMOTE WORKING?

11.

WHAT IS THE PREFERRED NUMBER OF DAILY WORK AT OFFICE?

12.

WHAT IS THE DISTRIBUTION OF MINIMUM EXPECTED SALARY AFTER FIVE YEARS?

13.

WHAT ARE THE REMOTE WORKING PREFERENCES BY GENDER?

14.

WHAT PERCENTAGE OF RESPONDENTS NEED SPONSORSHIP FOR EDUCATION ABROAD?

1. WHAT IS THE GENDER DISTRIBUTION OF RESPONDENTS FROM INDIA?

```
SELECT Gender, COUNT(*) AS COUNT  
FROM dataset  
WHERE Country="INDIA"  
GROUP BY Gender;
```

OUTPUT:-

Result Grid			Filter Rows:
	Gender	COUNT	
▶	M	6831	
	F	4572	
		6	
	Other	12	

2. WHAT PERCENTAGE OF RESPONDENTS FROM INDIA ARE INTERESTED IN EDUCATION ABROAD AND SPONSORSHIP?

```
SELECT  
(COUNT(*) * 100.0 /  
(SELECT COUNT(*)  
FROM dataset  
WHERE country = 'India')) AS percentage  
FROM dataset  
WHERE country = 'India'  
AND Higher_Education_Aspiration IN  
('Yes', 'Needs a sponsor');
```



OUTPUT:-

Result Grid		Filter Rows:
	percentage	
▶	54.60117	

3. WHAT ARE THE 6 TOP INFLUENCES ON CAREER ASPIRATIONS FOR RESPONDENTS IN INDIA?

```
SELECT
    Influencing_Factors,
    COUNT(*) AS influence_count
FROM dataset
WHERE country = 'India'
GROUP BY Influencing_Factors
ORDER BY influence_count DESC
LIMIT 6;
```



OUTPUT:-

Result Grid   Filter Rows: <input type="text"/>		
	Influencing_Factors	influence_count
▶	Parents	3708
	world Leaders	2684
	Influencers	2264
	acquaintance	1709
	Social Media	1056

4. HOW DO CAREER ASPIRATION INFLUENCES VARY BY GENDER IN INDIA?

```
SELECT
  Gender,
  Higher_Education_Aspiration,
  COUNT(*) AS influence_count
FROM dataset
WHERE country = 'India'
GROUP BY
  Gender, Higher_Education_Aspiration
ORDER BY Gender,
  Higher_Education_Aspiration ;
```

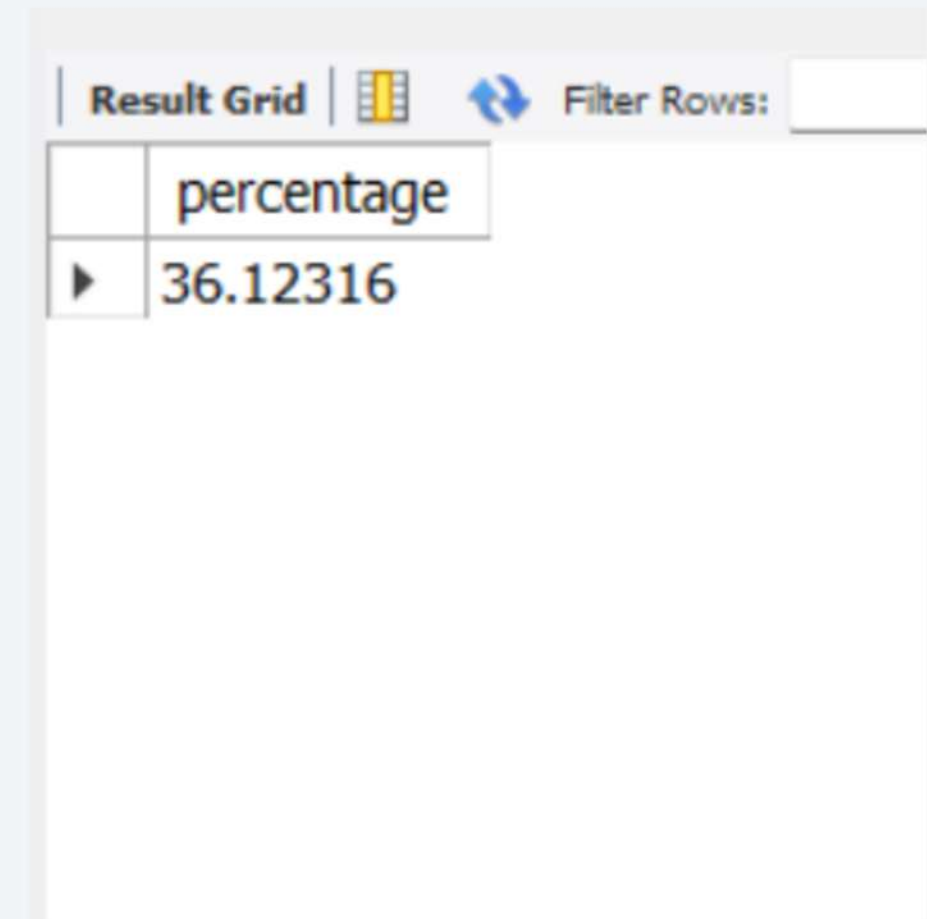
OUTPUT:-

Result Grid  Filter Rows: <input type="text"/> Export:  Wrap C			
	Gender	Higher_Education_Aspiration	influence_count
▶		No	6
	F	Needs a sponsor	960
	F	No	1506
	F	Yes	2106
	M	No	3673
	M	Yes	3158
	Other	Yes	12

5. WHAT PERCENTAGE OF RESPONDENTS ARE WILLING TO WORK FOR A COMPANY FOR AT LEAST 3 YEARS?

```
SELECT  
    (COUNT(*) * 100.0 / (SELECT  
COUNT(*) FROM dataset)) AS  
percentage  
FROM dataset  
WHERE 3_year_tenurity = 'yes';
```

OUTPUT:-



Result Grid		Filter Rows:
	percentage	
▶	36.12316	

6. HOW MANY RESPONDENTS PREFER TO WORK FOR SOCIALLY IMPACTFUL COMPANIES?

```
SELECT  
    COUNT(*) AS respondent_count  
FROM dataset  
WHERE  
Likley_Rate_For_Unethical_Company >=  
5;
```


OUTPUT:-

Result Grid		Filter Rows:
	respondent_count	
▶	7918	

7. HOW MANY PREFERENCE FOR SOCIALLY IMPACTFUL COMPANIES VARY BY GENDER?

```
SELECT
  gender,
  COUNT(*) AS respondent_count
FROM dataset
WHERE
  Likley_Rate_For_Unethical_Company >=
  5
GROUP BY gender
ORDER BY respondent_count DESC;
```

OUTPUT:-

Result Grid  Filter Rows: <input type="text"/>		
	gender	respondent_count
▶	M	4900
	F	3018

8. WHAT IS THE DISTRIBUTION OF MINIMUM EXPECTED SALARY IN THE FIRST THREE YEARS AMONG RESPONDENTS?

```
SELECT
```

```
Minimum_expected_in_hand_monthly_salary_after_3_years,
```

```
    COUNT(*) AS respondent_count
```

```
FROM dataset
```

```
GROUP BY
```




```
Minimum_expected_in_hand_monthly_salary_after_3_years
```

```
ORDER BY
```

```
Minimum_expected_in_hand_monthly_salary_after_3_years
```

```
DESC;
```

OUTPUT:-

Result Grid  Filter Rows: <input type="text"/> Export:  Wrap Cell Content: 		
	Minimum_expected_in_hand_monthly_salary_after_3_years	respondent_count
▶	5K to 10K	204
	41k to 50k	2223
	31k to 40k	2082
	26k to 30k	1642
	21k to 25k	1224
	16k to 20k	722
	11k to 15k	288
	>50k	3372

9. WHAT IS THE EXPECTED MINIMUM MONTHLY SALARY IN HAND?

```
SELECT
```

```
Minimum_expected_in_hand_monthly_salary_after_3_years
```

```
FROM dataset
```

```
GROUP BY
```

```
Minimum_expected_in_hand_monthly_salary_after_3_years
```

```
ORDER BY
```

```
Minimum_expected_in_hand_monthly_salary_after_3_years
```

```
DESC;
```

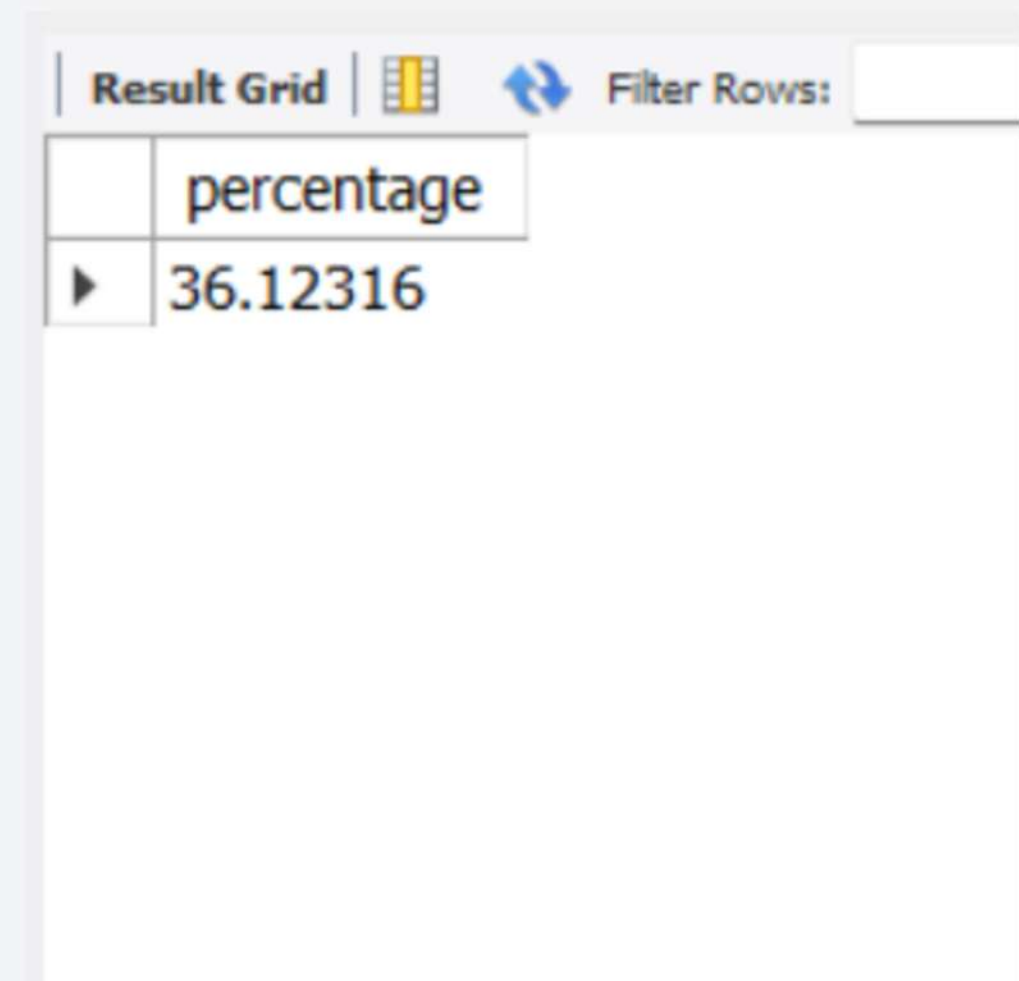
OUTPUT:-

Result Grid		Filter Rows:	Export:	Wrap Cell
	Minimum_expected_in_hand_monthly_salary_after_3_years			
▶	5K to 10K			
	41k to 50k			
	31k to 40k			
	26k to 30k			
	21k to 25k			
	16k to 20k			
	11k to 15k			
	>50k			

10. WHAT PERCENTAGE OF RESPONDENTS PREFER REMOTE WORKING?

```
SELECT
  (COUNT(*) * 100.0 / (SELECT
COUNT(*) FROM dataset)) AS
percentage
FROM dataset
WHERE work_in_environment =
'Remote_work';
```

OUTPUT:-



The screenshot shows a database interface with a 'Result Grid' tab. The grid has one column labeled 'percentage' and one row containing the value '36.12316'. There are icons for 'Filter Rows' and a 'Result Grid' tab.

	percentage
▶	36.12316

11. WHAT IS THE PREFERRED NUMBER OF DAILY WORK AT OFFICE?

```
SELECT
  work_in_environment,
  COUNT(*) AS respondent_count
FROM dataset where
work_in_environment =
'Every_Day_Office_work'
GROUP BY work_in_environment
ORDER BY work_in_environment ASC;
```

OUTPUT:-

Result Grid			Filter Rows:	Export:
	work_in_environment	respondent_count		
▶	Every_Day_Office_work	2310		

12. WHAT IS THE DISTRIBUTION OF MINIMUM EXPECTED SALARY AFTER FIVE YEARS?

SELECT

Minimum_expected_in_hand_monthly_salary_after_5_years,
COUNT(*) AS respondent_count

FROM dataset




GROUP BY

Minimum_expected_in_hand_monthly_salary_after_5_years

ORDER BY

Minimum_expected_in_hand_monthly_salary_after_5_years ASC;


OUTPUT:-

Result Grid  Filter Rows: <input type="text"/> Export:  Wrap Cell Content: 		
	Minimum_expected_in_hand_monthly_salary_after_5_years	respondent_count
▶	>151k	2529
	111k to 130k	1608
	131k to 150k	1200
	30k to 50k	534
	50k to 70k	1460
	71k to 90k	2326
	91k to 110k	2100

13. WHAT ARE THE REMOTE WORKING PREFERENCES BY GENDER?

```
SELECT
  gender,
  COUNT(*) AS respondent_count
FROM dataset where
work_in_environment = 'remote_work'
GROUP BY gender
ORDER BY gender, respondent_count ;
```

OUTPUT:-

Result Grid  Filter Rows: <input type="text"/>		
	gender	respondent_count
▶	F	1776
	M	2471

14. WHAT PERCENTAGE OF RESPONDENTS NEED SPONSORSHIP FOR EDUCATION ABROAD?

```
SELECT  
    (COUNT(*) * 100.0 / (SELECT  
COUNT(*) FROM dataset)) AS  
sponsorship_percentage  
FROM dataset  
WHERE Higher_Education_Aspiration =  
'Needs a sponsor';
```

OUTPUT:-

Result Grid		Filter Rows:
	sponsorship_percentage	
▶	8.26742	

CONCLUSION :

Gen Z's career preferences mark a shift from traditional norms, emphasizing work-life balance, social responsibility, and alignment with values. Employers and policymakers must adapt by prioritizing diversity, sustainability, and inclusivity to foster a better work environment for Gen Z and society.



THANK YOU