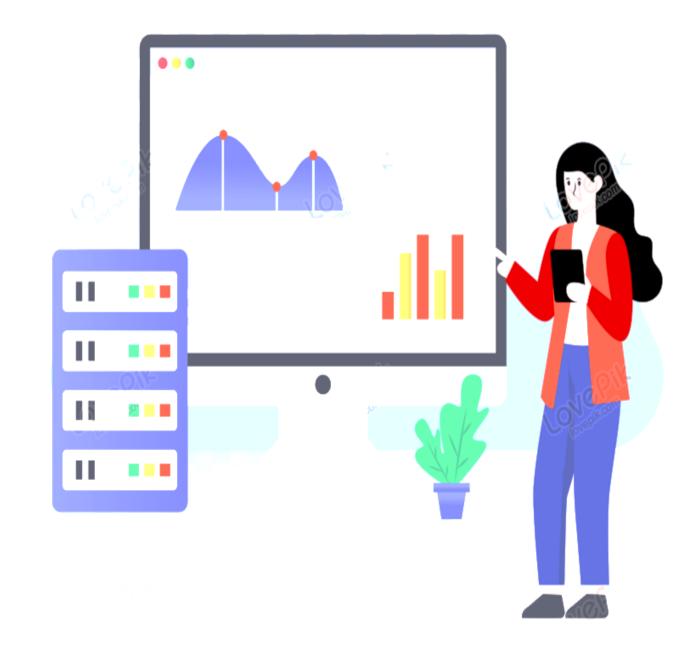KultureHire
Business Analysis
Learnternship

Understanding Career Aspirations of Gen Z

Anchal Vishwakarma

ROADMAP

1 Dashboards

Developed three dashboards on customer service, finance and orders in EXCEL

2 Problem Statement

Developed a problem statement to explore and educate about the career aspirations of Gen-Z, addressing challenges and personal insights.

3 Data Collection

Created a Google Form with tailored questions to collect data on Gen-Z's career aspirations.

4 Cleaning in SQL

Loaded data dump into MySQL Workbench, cleaning and exploring high-level information using SQL basics.

5 Analyzing in SQL

Conducted data analysis using SQL, solving complex questions with the help of Common Table Expressions (CTEs) and joins.

6 General PowerBI dashboard

Created a Power BI dashboard summarizing Gen-Z's learning aspirations, mission aspirations, and manager aspirations.

7 Focused PowerBI dashboard

Developed three focused dashboards for each area, incorporating KPIs, Power Query Editor, measures, and groups in Power BI.

8 Presentation

Worked on an employer-focused project, creating recommendations and emphasizing the importance of storytelling in data.

STAGE 1:
EXCEL DASHBOARDS

Customer Service Dashboard

Months

Jun | Jul | Aug | Sep

Is It for an Order ?

No | Yes

Average Customer satisfaction for Agents

- Roch Cousineau — 6.9
- Albain Forestier — 6.9
- Adrien Martin — 7.3

Total no. of intercations of Agents

- Roch Cousineau — 285
- Albain Forestier — 254
- Adrien Martin — 255

Average Customer Satisfaction by Contact Type

- Complaint — 6.6
- Query — 6.9
- Request — 7.2

Total no. of Interactions by Contact Type

- Complaint 9%
- Request 53%
- Query 38%

Day wise Customer Satisfaction

(Line chart: values ranging from 0.0 to 10.0 across dates 13-Jun to 5-Sep)

Day wise Customer Interaction

(Area chart: values ranging from 0 to 40 across dates 13-Jun to 6-Sep)

Dashboard Insights:

1. Contact Types Breakdown: Requests, Complaints, and Queries

2. Requests stand out with the highest average customer satisfaction and the largest customer base.

3. Consistent Excellence: Adrien Mart Tops Monthly Average Customer Satisfaction Ratings

4. Interaction Leadership: Roach Cousineau Leads June to August, While Adrienn Martin Dominates in September

5. August's End Dip: Noticeable Decline in Daily Customer Satisfaction

6. June Dominance: Peak Customer Interactions Maintained

Finance Dashboard

Overall sales v/s Average sales for Products

- Overall Sales
- Average of Sales

| | PIZB0001 | PIZB0002 | PIZB0003 | PIZB0004 | PIZB0005 | PIZB0006 |

Total sum of discounts for each product

PIZB0001	PIZB0002	PIZB0003	PIZB0004	PIZB0005	PIZB0006
12158	12947	13015	12284	4191	1858

Overall sales for different buckets

100-299	300-499	500-699	700-899	900-1099
31610	73039	137442	156619	49947

Total no. of products sold for different buckets

900-1099	54
700-899	195
500-699	230
300-499	184
100-299	131

Day wise Average sales

Day wise Overall sales v/s Rounded off value

- Rounded off sale amount
- Overall sales

Orders Dashboard

Total no. of Orders

Product	Orders
Paneer Tikka Pizzabun	174
Minty Pizzabun	70
Medium Crispy Chole Pizzabun	169
Large Paneer Tikka Pizzabun	173
Crispy Chole Pizzabun	173
Aloo Shots Pizzabun	35

Average total discount on each product

Product	Discount
Paneer Tikka Pizzabun	249.8
Minty Pizzabun	253.4
Medium Crispy Chole...	251.7
Large Paneer Tikka...	264.2
Crispy Chole Pizzabun	257.5
Aloo Shots Pizzabun	228.9

Total revenue generated by each product

Product	Revenue
Aloo Shots Pizzabun	10608
Crispy Chole Pizzabun	47875
Large Paneer Tikka Pizzabun	53041
Medium Crispy Chole Pizzabun	49503
Minty Pizzabun	22643
Paneer Tikka Pizzabun	52577

Day wise revenue generated

Day wise sales

STAGE 2: PROBLEM STATEMENT

Who is affected?

1. Employers losing talented employees: Organizations risk losing out on valuable talent due to the challenges in retaining Gen-Z employees.
2. Co-workers: Interactions with the younger colleagues can be difficult for older generations, leading to issues of mutual respect and hierarchical clashes.
3. Businesses missing fresh perspectives: The reluctance to embrace Gen-Z's innovative ideas may prevent businesses from gaining fresh perspectives.
4. Family: Families find it hard to accept the unique aspirations of Gen-Z because of the huge shift in thought process as compared to previous generations.
5. Gen-z themselves: While Gen-Z are vocal about their aspirations, they often face labels of arrogance and unfitness for the corporate world, hindering personal and professional growth.

Personal thoughts:

1. There have been instances where while browsing on LinkedIn I found people talking about how difficult it is to retain the "young" employees at their company and how managers find it difficult to interact with them. I even saw a recruiter saying that "youngsters" don't respect people who are senior to them and how they do not want to work with them because they refuse to follow their existing company policies.
2. Talking to higher-ups in businesses, I realized that most of them prefer not to take suggestions or advices from young people because they lack decision making skills, they are "spoiled", they do not know the struggle and they do not have the same values.
3. Most of the families cannot understand why their child want to shift from one career to another, why they don't want to do anything related to their degrees. I particularly had a very tough time explaining it to my relatives why I "wasted" five years of my life in obtaining degrees which I'm not even going to use in my job. They just find it really "silly".

What is happening?

1. Due to Gen-Z's distinct approach to problem-solving and their emphasis on mental well-being and work-life balance, they are often characterized by the following stereotypes:
   - Gen-Z is perceived as "difficult" to work with
   - Expectations are considered unrealistic
   - Allegations of disloyalty are common
   - Demands flexibility and freedom
   - Lacking co-operation
2. Most of the Gen-Z individuals either decide to resign from their recent jobs or they are laid off.

Personal thoughts:

1. These are the labels that I've personally experienced. Most of the people don't like it when they talk to someone with a different opinion and that's when the real struggle begins. All of these stereotypes feel like "slavery" to me. How can asking for a better life be seen as unrealistic expectations? How can requesting mutual respect be seen as non-cooperation and "difficult" to work with?
2. I've felt that I don't want to work where I'll be disrespected and exploited every day, even if it means facing financial difficulties. We're neither fearless nor naive; we have just realized that jobs aren't "life" rather, they serve as stepping stones toward a "better" life. Even if some of these youngsters don't resign, they'll be the first ones to get laid off. It can be because of less experience, difference in working culture or simply because they are too young.

When is this happening?

While the exact timing is challenging to pinpoint, but it is assumed that significant amount of Gen-Z entered the professional life during or after the end of pandemic.

Personal thoughts: Many of my friends began their professional journeys during the pandemic, a period marked by uncertainty and challenges. The job market's unpredictability significantly affected out future plans.

Where is this happening?

It cannot be exactly determined but it is occurring in most career fields at global level.

Personal thoughts: On platforms like LinkedIn, it's disheartening to read discussions that often paint our generation as lacking skills and making unrealistic demands. It creates a sense that we need a "reality" check from the people who are more experienced than us.

Why is that happening?

1. Employers: Struggling to align with Gen-Z's distinctive work style, employers find it challenging to engage and integrate them into their established work culture.
2. Inter-generational communication gaps hinder the sharing of ideas and collective growth.
3. Businesses: Retaining Gen-Z employees become a hurdle for businesses, they are often perceived as less loyal and prone to frequent job changes.
4. Lack of understanding regarding the aspirations of Gen-Z often leads to stress and frustration within families.
5. Gen-Z's often feel a sense of powerlessness, they can't say "no" and expected to adept at the expense of crushing their own expectations of a better life. This struggle often leads to burnout and mental health problems.

Personal thoughts:

1. I met a person during a webinar where he talked about how he didn't know, as an employer, how he is supposed to ensure that he align with the Gen-Z work style because he realized they are a significant asset to their organization.
2. Most of the people from the "older generation" that I've met through LinkedIn always told me same thing: to keep your expectations low, don't dream big, don't listen to people who talk about demanding "better work life". I just found it really frustrating to know. It limits the potential for personal and professional growth.
3. I saw few posts the other day that stated how today's generation is "not loyal" and how businesses shouldn't spend so much on this generation and not yield to their demands because it will lead to an imbalance in power within businesses.
4. During my master's program, as I worked on my thesis, my supervisor took credit for my work, positioning himself as the first author. What did I do? Nothing. I felt utterly powerless; my entire degree depended on his single signature. Experiencing this sense of powerlessness was disheartening, and I am determined never to feel it again. Sadly, many of my friends faced similar situations, being asked to remain silent about their requests for better working conditions, leading to heightened levels of anxiety.

Personal thoughts on various factors contributing to this change in Gen Z

Understanding the shift in thought processes among Gen-Z is crucial and various factors contribute to this change. Here are my personal thoughts on it:

1. An end to Generational Trauma: Millennials identified the traumas and Gen-Z took action to break from them. It can be as small as not conforming to family expectations when your interests don't align or understanding that parents shouting over trivial matters (might seem common) is really a toxic way of dealing with a human. Breaking from past generational challenges has played a significant role in removing the limitations imposed on oneself. I've felt this exact thing when I overcame the challenges I faced at my home.

2. Increased awareness of mental well-being: The understanding of mental health has become more prevalent than ever. Therapists, psychologists and psychiatrists are looked as doctors and "helpers" rather than solely treating "mad" people. I notice more people asking for help and wanting to focus on becoming better individuals, rather than dedicating their entire lives solely to work.

3. Pandemic impact during formative years: The pandemic occurred during Gen-Z's pivotal life stages. They were forced to complete their education remotely, missing out on valuable in-person interactions and experiences to add to their resumes. Additionally, we have lost a significant number of loved ones. This made us realize how fragile a human life is and question whether we should spend our entire lives doing something we don't love.

4. Amplified voices advocating personal well-being: In the era of social media, there's a constant voice emphasizing the importance of living life on your terms. We just want to challenge the notion of gaining independence only to be enslaved by companies.

5. Altered economic conditions: We are experiencing a recession where nothing is promised, not even job security. Gen-Z is often labeled disloyal, but is it true? How loyal are employers to their employees? Gen-Z has just shed light on this reality. I wonder why being "loyal" to a company is seen as a good thing when they treat you like an absolute slave.

6. Rising living expenses: Living costs have skyrocketed in just a few years, yet salaries haven't increased at that pace. Freshers, often Gen-Z, are expected to work for minimal pay or even for free to gain "experience". Money isn't the problem, the problem is how undervalued we are. Companies offer Rs 10,000 per month for the full time job, which really doesn't make sense to me at all.

7. Abundance of self-help resources: The availability of numerous self-help resources such as books, has empowered Gen-Z to explore alternative paths and priorities. Reading books like "The things you can see only when you slow down" and "Imperfect" by Haemin Sunim changed the way I perceive the world.

References

1. Authentically Gen Z: The Values, Aspirations & Drivers That Will Re-Define the Future of Work
2. Gen Z: The workers who want it all
3. Sentiments of Indian Gen Z workforce in 2023: Part I
4. Gen-Z Is Labeled As 'Difficult' In The Workplace, But There's More To The Story
5. How does Gen Z see its place in the working world? With trepidation
6. Why Gen Z workers are already so burned out
7. Aspirations & Wants of Generation Z - A Study on the Work Force of the Future

STAGE 3:
DATA COLLECTION

Left Panel: Google Form Questions

In which industry or sector do you aspire to build your career? OR In which industry do you currently work?

- ○ Healthcare
- ○ Finance
- ○ Technology
- ○ Business
- ○ Other: _____

What factors are important to you in a work environment? *

- ☐ Work-life balance
- ☐ Competitive Salary
- ☐ Learning and healthy environment at office
- ☐ Co-operative employer/co-workers
- ☐ other

What type of communication style do you prefer in a workplace? *

- ○ Open and transparent communication
- ○ Hierarchical and structured communication
- ○ Mix of both
- ○ other

Right Panel: LinkedIn Post

Muskan Kashyap • You
Data Analyst | Proficient in Python, SQL, Tableau, Power BI and E...
1mo • 🌐

We at KultureHire are trying to understand your career aspirations so that we could come up with some programs for the benefit of the larger Gen Z community and also help a lot of organizations understand about you.

Rest assured, we are not collecting any personal data. However, to ensure the authenticity of responses, please log in to your account before filling this form.

Your input is valuable!
Thank you for being a part of this journey!

Google form:

Your Career Aspirations

We at KultureHire are trying to understand your career aspirations so that we could come up with some programs for the benefit of the larger Gen Z community and also help a lot of organizations understand about you.

You have to login to your account to answer this, but we are not collecting any personal data through this survey.

Please be absolutely honest about giving your answers as this might be used for understanding the larger Generation Z community.

Your email will be recorded when you submit this form

* Indicates required question

Your Current Country. *

India

Canada

Your Career Aspirations
docs.google.com • 1 min read

STAGE 4: CLEANING & STANDARDIZING IN SQL

Question 1 : How many Male have responded to the survey from India

Question 2 : How many Female have responded to the survey from India

Question 3 : How many of the Gen-Z are influenced by their parents in regards to their career choices from India

Question 4 : How many of the Female Gen-Z are influenced by their parents in regards to their career choices from India

Question 5 : How many of the Male Gen-Z are influenced by their parents in regards to their career choices from India

Question 6 : How many of the Male and Female (individually display in 2 different columns, but as part of the same query) Gen-Z are influenced by their parents in regards to their career choices from India

Question 7 : How many Gen-Z are influenced by Media and Influencers together from India

Question 8 : How many Gen-Z are influenced by Social Media and Influencers together, display for Male and Female seperately from India

Question 9 : How many of the Gen-Z who are influenced by the social media for their career aspiration are looking to go abroad

Question 10 : How many of the Gen-Z who are influenced by "people in their circle" for career aspiration are looking to go abroad

```sql
SELECT COUNT(*)
FROM (SELECT CareerInfluenceFactor, CurrentCountry FROM learning_aspirations
      INNER JOIN personalized_info
      ON learning_aspirations.ResponseID = personalized_info.ResponseID) AS merged
WHERE CareerInfluenceFactor = 'My Parents' AND CurrentCountry = 'India';
```

```sql
SELECT COUNT(*)
FROM (SELECT CareerInfluenceFactor, CurrentCountry, Gender FROM learning_aspirations
      INNER JOIN personalized_info
      ON learning_aspirations.ResponseID = personalized_info.ResponseID) AS merged
WHERE CareerInfluenceFactor = 'My Parents' AND CurrentCountry = 'India' AND Gender = 'Female\r';
```

```sql
SELECT 'Male\r' AS gender, COUNT(*) AS count
FROM (SELECT CareerInfluenceFactor, CurrentCountry, Gender FROM learning_aspirations
      INNER JOIN personalized_info
      ON learning_aspirations.ResponseID = personalized_info.ResponseID) AS merged
WHERE CareerInfluenceFactor = 'My Parents' AND CurrentCountry = 'India' AND Gender = 'Male\r'

UNION

SELECT 'Female\r' AS gender, COUNT(*) AS count
FROM (SELECT CareerInfluenceFactor, CurrentCountry, Gender FROM learning_aspirations
      INNER JOIN personalized_info
      ON learning_aspirations.ResponseID = personalized_info.ResponseID) AS merged
WHERE CareerInfluenceFactor = 'My Parents' AND CurrentCountry = 'India' AND Gender = 'Female\r';
```

```sql
SELECT
    CareerInfluenceFactor AS InfluenceFactor,
    Gender,
    COUNT(*) AS Count
FROM
    learning_aspirations AS la
INNER JOIN
    personalized_info AS pi ON la.ResponseID = pi.ResponseID
WHERE
    CurrentCountry = 'India'
    AND (CareerInfluenceFactor = 'Social Media like LinkedIn' OR CareerInfluenceFactor = 'Influencers
    AND (Gender = 'Male\r' OR Gender = 'Female\r')
GROUP BY
    CareerInfluenceFactor, Gender;
```

STAGE 5: ANALYZING IN SQL

1. What percentage of male and female Genz wants to go to office Every Day ?

2. What percentage of Genz's who have chosen their career in Business operations are most likely to be influenced by their Parents?

3. What percentage of Genz prefer opting for higher studies, give a gender wise approach?

4. What percentage of Genz are willing & not willing to work for a company whose mission is misaligned with their public actions or even their products ? (give gender based split)

5. What is the most suitable working environment according to female genz's?

6. Calculate the total number of Female who aspire to work in their Closest Aspirational Career and have a No Social Impact Likelihood of "1 to 5"

7. Retrieve the Male who are interested in Higher Education Abroad and have a Career Influence Factor of "My Parents."

8. Determine the percentage of gender who have a No Social Impact Likelihood of "8 to 10" among those who are interested in Higher Education Abroad

9. Give a detailed split of the GenZ preferences to work with Teams, Data should include Male, Female and Overall in counts and also the overall in %

10. Give a detailed breakdown of "WorkLikelihood3Years" for each gender

11. What is the Average Starting salary expectations at 3 year mark for each gender

12. What is the Average Starting salary expectations at 5 year mark for each gender

13. What is the Average Higher Bar salary expectations at 3 year mark for each gender

14. What is the Average Higher Bar salary expectations at 5 year mark for each gender

15. What is the Average Starting salary expectations at 3 year mark for each gender and each state in India

16. What is the Average Starting salary expectations at 5 year mark for each gender and each state in India

17. What is the Average Higher Bar salary expectations at 3 year mark for each gender and each state in India

18. What is the Average Higher Bar salary expectations at 5 year mark for each gender and each state in India

19. Give a detailed breakdown of the possibility of GenZ working for an Org if the "Mission is misaligned" for each state in India

```sql
WITH filtered_data AS
) (
    SELECT p.Gender AS gender
    FROM personalized_info AS p
    INNER JOIN learning_aspirations AS l
    ON l.ResponseID = p.ResponseID
    WHERE l.PreferredWorkingEnvironment = 'Every Day Office Environment'
)

SELECT filtered_data.gender, (COUNT(*) / total.total_count) * 100 AS percentage
FROM filtered_data
) CROSS JOIN (
    SELECT COUNT(p.Gender) AS total_count
    FROM personalized_info AS p
    INNER JOIN learning_aspirations AS l
    ON l.ResponseID = p.ResponseID
    WHERE l.PreferredWorkingEnvironment = 'Every Day Office Environment'
) AS total
GROUP BY filtered_data.gender, total.total_count;
```

```sql
SELECT (COUNT(*)/total.total_count)*100 AS percentage
FROM learning_aspirations
CROSS JOIN (
        SELECT COUNT(*) AS total_count
        FROM learning_aspirations
) AS total
WHERE CareerInfluenceFactor = 'My Parents' AND ClosestAspirationalCareer LIKE '%Business Operations%'
GROUP BY total.total_count;
```

```sql
SELECT COUNT(*) AS Total_number_of_females FROM learning_aspirations AS l
INNER JOIN mission_aspirations AS m
ON l.ResponseID = m.ResponseID
INNER JOIN personalized_info AS p
ON m.ResponseID = p.ResponseID
WHERE Gender = 'Female\r'
        AND NoSocialImpactLikelihood BETWEEN 1 AND 5
        AND ClosestAspirationalCareer IS NOT NULL;
```
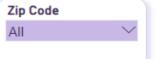
```sql
WITH filtered_data AS
(
    SELECT p.Gender AS gender
    FROM personalized_info AS p
    INNER JOIN learning_aspirations AS l
    ON p.ResponseID = l.ResponseID
    INNER JOIN mission_aspirations AS m
    ON l.ResponseID = m.ResponseID
    WHERE l.HigherEducationAbroad = 'Yes, I wil'
    AND m.NoSocialImpactLikelihood BETWEEN 8 AND 10
)

SELECT filtered_data.gender, (COUNT(*) / total.total_count) * 100 AS percentage
FROM filtered_data
CROSS JOIN (
    SELECT COUNT(p.Gender) AS total_count
    FROM personalized_info AS p
    INNER JOIN learning_aspirations AS l
    ON p.ResponseID = l.ResponseID
    INNER JOIN mission_aspirations AS m
    ON l.ResponseID = m.ResponseID
    WHERE l.HigherEducationAbroad = 'Yes, I wil'
    AND m.NoSocialImpactLikelihood BETWEEN 8 AND 10
) AS total
GROUP BY filtered_data.gender, total.total_count;
```

```sql
WITH filtered_data AS (
    SELECT p.Gender
    FROM personalized_info AS p
    INNER JOIN manager_aspirations AS m
    ON p.ResponseID = m.ResponseID
    WHERE m.PreferredWorkSetup LIKE '%team%'
    AND (p.Gender = 'Male\r' OR p.Gender = 'Female\r')
)

SELECT
    fd.Gender AS gender,
    COUNT(*) AS count,
    (COUNT(*) / total.total_count) * 100 AS Percentage
FROM filtered_data AS fd
CROSS JOIN (
    SELECT COUNT(p.Gender) AS total_count
    FROM personalized_info AS p
    INNER JOIN manager_aspirations AS m ON p.ResponseID = m.ResponseID
    WHERE m.PreferredWorkSetup LIKE '%team%'
    AND (p.Gender = 'Male\r' OR p.Gender = 'Female\r')
) AS total
GROUP BY gender, total.total_count

UNION

SELECT
    'Overall' AS gender,
    COUNT(*) AS count,
    (COUNT(*) / total.total_count) * 100 AS Percentage
FROM filtered_data
CROSS JOIN (
    SELECT COUNT(*) AS total_count
    FROM filtered_data
) AS total
GROUP BY total.total_count;
```
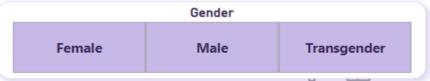
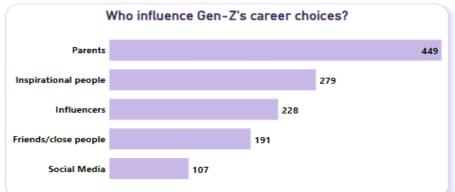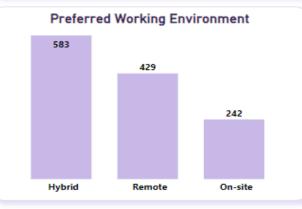# STAGE 6:
GENERAL POWER BI
DASHBOARD

CAREER ASPIRATIONS OF GEN-Z

Country
All

3003
Total Responses

Zip Code
All

Gender
Female | Male | Transgender

Who influence Gen-Z's career choices?

- Parents — 449
- Inspirational people — 279
- Influencers — 228
- Friends/close people — 191
- Social Media — 107

Preferred Working Environment

- Hybrid — 583
- Remote — 429
- On-site — 242

Preferred Work Setup

- Team of 5-6 people — 722
- Large Teams — 622
- Team of 2-3 people — 497
- Work alone — 101

Gen-Z prefer Managers who offer....

- Supportive and learning — 1088
- Supportive — 353
- Clarity — 348
- Limited Support — 132
- Unrealistic Targets — 21

Higher Education Abroad

- Yes — 598
- No — 383
- Depends — 273

Gen-Z prefer employees who offer.....

- Empowering Growth — 1000
- Supportive learning culture — 570
- Recognition for learning — 300
- Unrewarding culture — 45
- Limited learning enablement — 27

Expected Salary for 3 years Work Experience

- >50k — 863
- 41k to 50k — 588
- 31k to 40k — 528
- 26k to 30k — 422
- 21k to 25k — 307
- 16k to 20k — 174
- 11k to 15k — 70
- 5K to 10K — 50

Will Gen-Z work for a company with misaligned mission?

- Yes 23.98%
- No 76.02%

Expected Salary for 5 years Work Experience

- >151k — 661
- 71k to 90k — 583
- 91k to 110k — 566
- 111k to 130k — 399
- 50k to 70k — 352
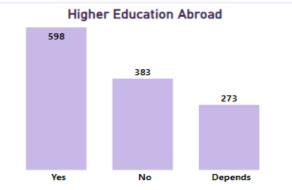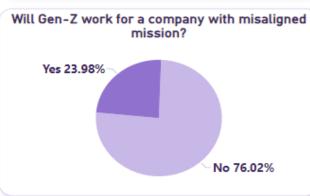- 131k to 150k — 305
- 30k to 50k — 136

STAGE 7:
FOCUS AREA DRIVEN POWERBI DASHBOARD

INTRODUCTION

MISSION ASPIRATIONS

Exploring Gen Z Work Trends:

Analyzing salary expectations, mission alignment preferences, undefined mission preferences and the impact of company missions on employee satisfaction and the impact on laid off employees.

MANAGER ASPIRATIONS

Exploring Gen Z Managerial Dynamics:

Unveiling preferences in tenure, managerial styles, employer qualities, and team sizes for a understanding of the evolving professional landscape due to Gen Z.
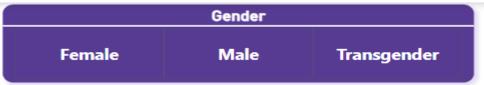
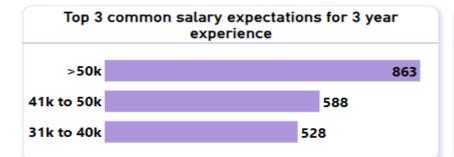## LEARNING ASPIRATIONS

Gen Z Education & Career Insights:

Explore Gen Z's educational preferences, top career choices, influential factors shaping their career decisions and insights into their preferred work styles.
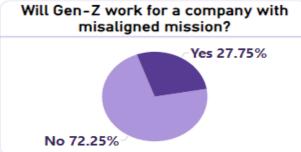
MISSION ASPIRATIONS OF GEN-Z

720 Misaligned Mission

833 Undefined Mission

Gender

Female	Male	Transgender

Top 3 common salary expectations for 3 year experience

- >50k: 863
- 41k to 50k: 588
- 31k to 40k: 528

Will Gen-Z work for a company with misaligned mission?

- Yes 27.75%
- No 72.25%

Salary Expectations for 5 year Experience

- >151k: 661
- 71k to 90k: 583
- 91k to 110k: 566
- 111k to 130k: 399
- 50k to 70k: 352
- 131k to 150k: 305
- 30k to 50k: 136

Distribution of No Social Impact Likelihood

- 370
- 2: 176
- 273
- 4: 237
- 670
- 6: 299
- 336
- 8: 323
- 109
- 10: 209

Will Gen Z work for a company with undefined mission?

- No: 2282
- Yes: 720

Salary Expectations for 3 year experience and Misaligned Mission

Range	No	Yes
>50k	665	198
41k to 50k	445	143
31k to 40k	405	123
26k to 30k	315	107
21k to 25k	244	63
16k to 20k	124	50
11k to 15k	45	25
5K to 10K	39	11

● No
● Yes

Laid Off Employees count by No Social Impact Likelihood

MANAGER ASPIRATIONS OF GEN-Z

705 Work for 3 years

185 Work for 7 years

Gender

Female	Male	Transgender

Gen Z who wants to work for 7 years, prefer work setup

Setup	Value
Large Teams	78
Team of 5-6 people	50
Team of 2-3 people	42
Work alone	15

Will Gen Z work for a company for more than 3 years?

Response	Value
Depends on company	1117
Yes	705
No	120

Relation between Preferred Manager and Employer

	Empowering Growth	Recognition for learning	Supportive learning culture	Limited learning enablement	Unrewarding culture
Supportive and learning	680	155	228		
Supportive	155	51	127		
Clarity	114	64	161		
Limited Support	45	46			
Unrealistic Targets					

Legend:
- Empowering Growth
- Limited learning enablement
- Recognition for learning
- Supportive learning culture
- Unrewarding culture

Gen Z wants to work for employers who offers…

Offer	Value
Empowering Growth	1000
Supportive learning culture	570
Recognition for learning	300
Unrewarding culture	45
Limited learning enablement	27

Relation between Preferred Employers and Team size

	Large Teams	Team of 2-3 people	Team of 5-6 people	Work alone
Empowering Growth	316	231	410	43
Supportive learning culture	186	161	187	36
Recognition for learning	86	92	109	
Unrewarding culture				
Limited learning enablement				

Legend:
- Large Teams
- Team of 2-3 people
- Team of 5-6 people
- Work alone

Gen Z wants to work for managers who offers…

Offer	Value
Supportive and learning	1088
Supportive	353
Clarity	348
Limited Support	132
Unrealistic Targets	21

LEARNING ASPIRATIONS OF GEN-Z

46.4% Prefers Hybrid	34.2% Prefers Remote	19.3% Prefers On-site

Gender

Female	Male	Transgender

Gen Z prefers Hybrid with _____ a month

Category	Value
More than 15 days	345
Less than 3 days	177
Less than 15 days	40
Less than 10 days	20

Prefers Higher Education Abroad

- Depends 21.76%
- Yes 47.07%
- No 31.17%

Preferred Work Environment

Category	Value
Hybrid	582
Remote	429
On-site	242

Who influenced Gen Z's Career choices?

Category	Value
Parents	449
Inspirational people	279
Influencers	227
Friends/close people	191
Social Media	107

Top 5 Career choices for those who have an option of Higher education abroad

Category	Value
Creative	318
Business Operations	130
Teaching	67
Project Or product based	39
Team Management	20

Top 5 Career Choices

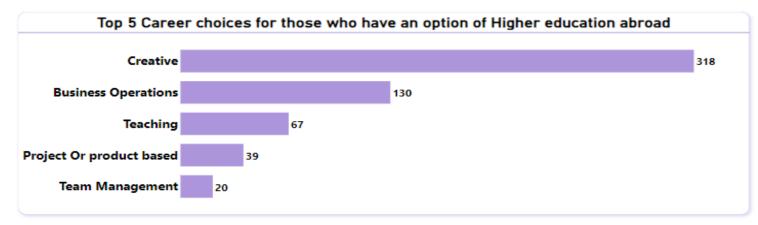| Category	Value
Business Operations	278
Project Or product based	248
Team Managem...	233
Teaching	153
Software Engineer	101

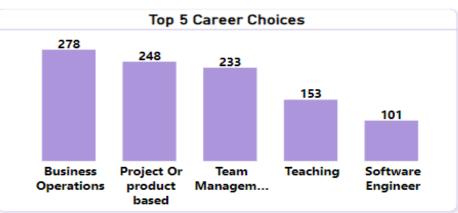# The Walt Disney Company

Disney operates a vast array of businesses, including film studios, television networks, theme parks, and resorts.

Some of its notable divisions and subsidiaries include Walt Disney Studios, Disney Media Networks, Disney Parks, Experiences and Products, and Disney Direct-to-Consumer & International.
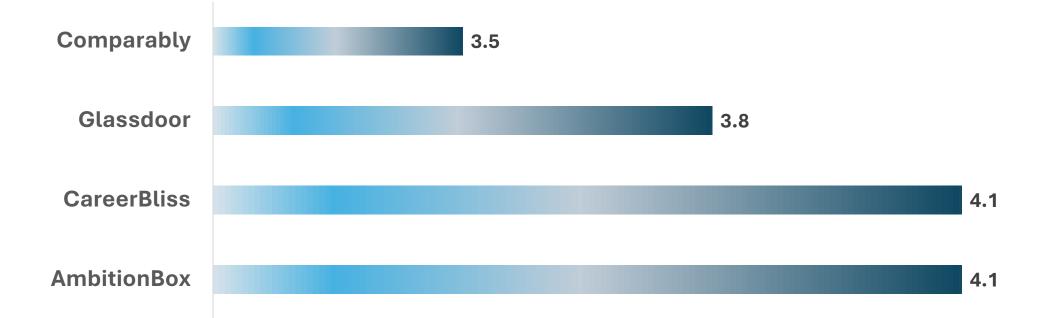
The company is renowned for its contributions to the entertainment industry, particularly through the creation of iconic animated characters and films.

Disney's theme parks, including Disneyland and Walt Disney World, are also famous worldwide.

How Disney uses data?

o Shorter waiting times: By knowing where people are and what they like, Disney predict crowds and keep lines moving smoothly.

o Personalized experiences: Ever feel like Disney knows you better than you know yourself? They suggest rides you'll love, recommend restaurants based on your tastes, or even send birthday greetings in the park! This is all possible because of data!

o By understanding what guests like and dislike, Disney continues to improve their parks, shows, and movies.

Average Ratings on Different Platforms

Platform	Rating
Comparably	3.5
Glassdoor	3.8
CareerBliss	4.1
AmbitionBox	4.1

Average Rating

⭐⭐⭐⭐☆ 3.9

GLASSDOOR

Overall	★★★★☆	**3.8**
Culture and Values	★★★★☆	3.7
Diversity and Inclusion	★★★★☆	4
Work/Life Balance	★★★★☆	3.4
Senior Management	★★★☆☆	3.2
Compensation and Benefits	★★★★☆	3.7
Career Opportunities	★★★★☆	3.5

69% Recommend to a Friend

64% Approve of CEO

56% Positive Business Outlook

CAREERBLISS

Ratings by Category

Company Culture	4.2
People You Work With	4.5
Rewards You Receive	3.9
Way You Work	4.2

Growth Opportunities	3.5
Person You Work For	4.4
Support You Get	4.2
Work Setting	4.2
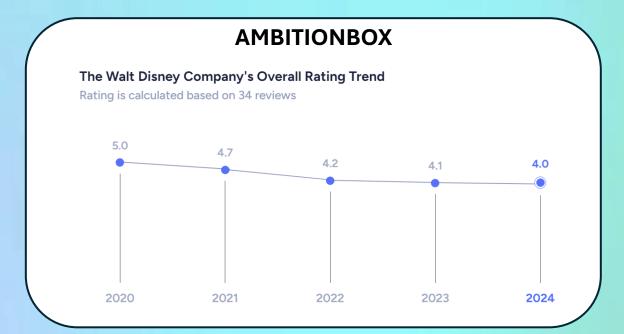
AMBITIONBOX
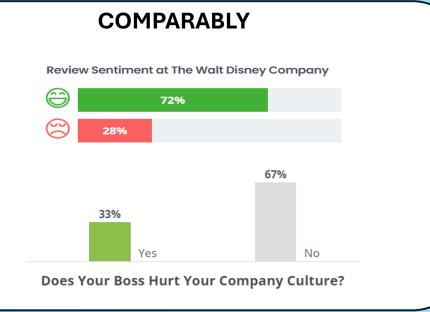
Category Ratings
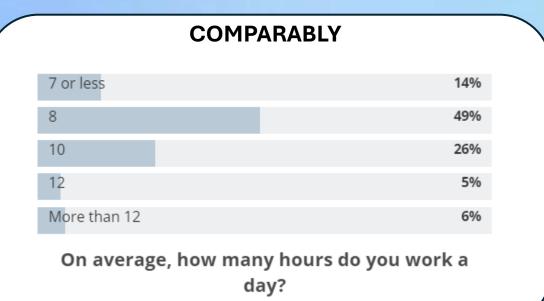
⭐ **4.2** Work-Life Balance ⭐ **3.8** Salary & Benefits

⭐ **3.9** Work Satisfaction ⭐ **3.7** Skill Development

⭐ **3.9** Company Culture ⭐ **3.3** Promotions/Appraisal

⭐ **3.8** Job Security

AMBITIONBOX

The Walt Disney Company's Overall Rating Trend

Rating is calculated based on 34 reviews

2020	2021	2022	2023	2024
5.0	4.7	4.2	4.1	4.0

COMPARABLY

Review Sentiment at The Walt Disney Company

😄 **72%**

😞 **28%**

33% Yes

67% No

Does Your Boss Hurt Your Company Culture?

COMPARABLY

51% Yes   **49%** No

Do you believe you're paid fairly?

68% Yes   **32%** No

Are you satisfied with your Benefits?

49% Yes   **51%** No

Does your company give annual bonuses?

COMPARABLY

7 or less	14%
8	49%
10	26%
12	5%
More than 12	6%

On average, how many hours do you work a day?

INSIGHTS

Gen Z wants to work for managers who offers...

Category	Percentage
Supportive and learning	56%
Supportive	18%
Clarity	18%
Limited Support	7%
Unrealistic Targets	1%

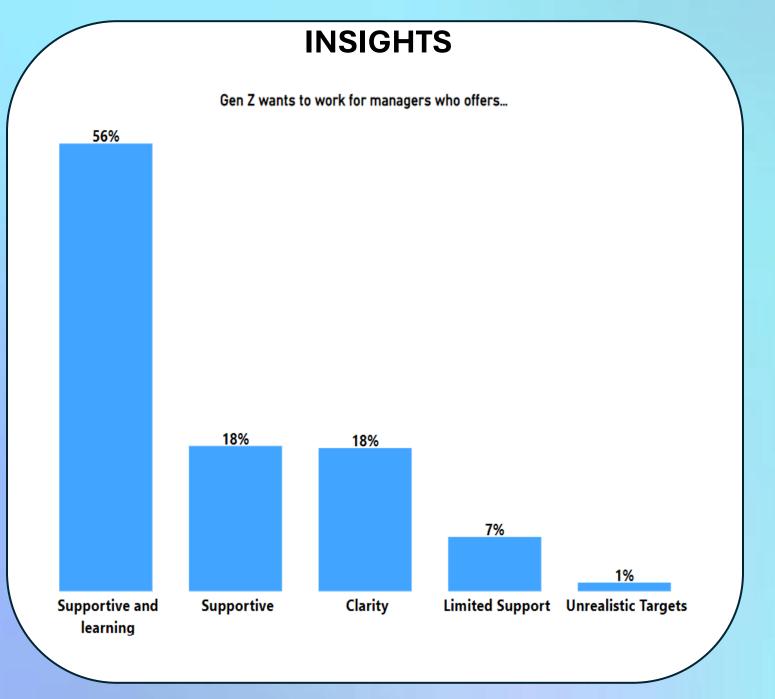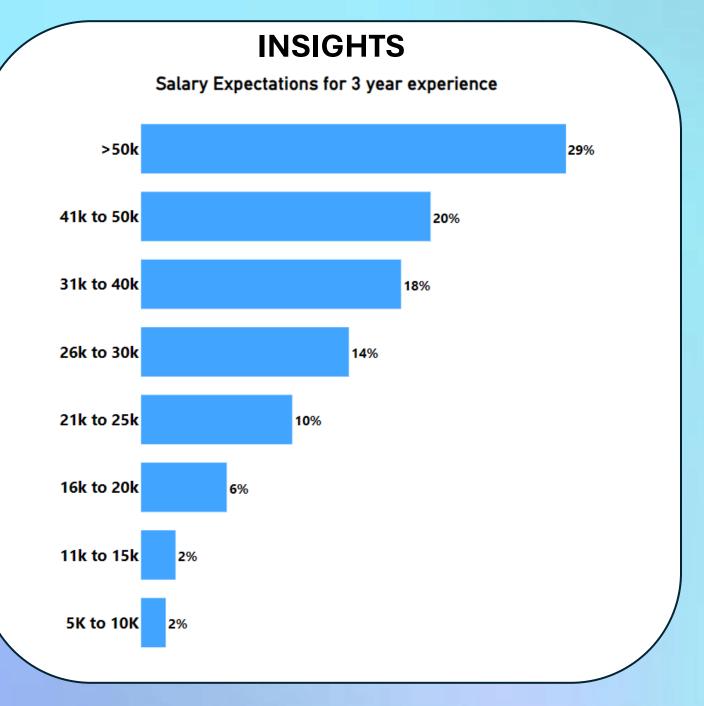# PROBLEM

Poor Managers or Leadership

RECOMMENDATIONS

❑ Invest in leadership development programs

❑ Implement a feedback system

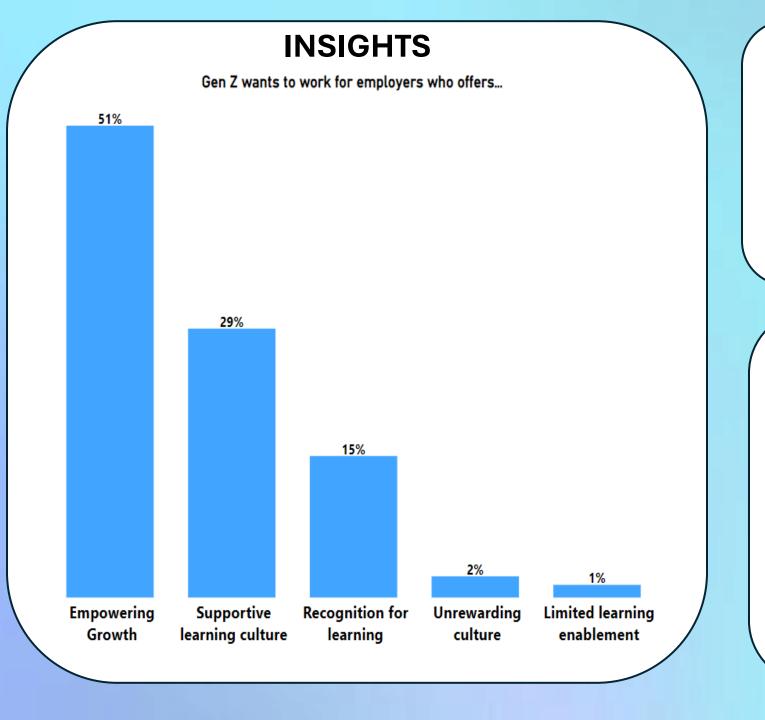❑ Schedule regular meetings with the managers and teams to ensure open communication

INSIGHTS

Salary Expectations for 3 year experience

Range	Percentage
>50k	29%
41k to 50k	20%
31k to 40k	18%
26k to 30k	14%
21k to 25k	10%
16k to 20k	6%
11k to 15k	2%
5K to 10K	2%

PROBLEM

Poor or Low Salaries

RECOMMENDATIONS

❑ Conduct regular market research

❑ Implement performance-based pay

❑ Communicate openly about the company's financial situation

❑ Enhance non-monetary benefits such as health insurance, flexible work hours or professional development opportunities

INSIGHTS

Gen Z wants to work for employers who offers…

Category	Percentage
Empowering Growth	51%
Supportive learning culture	29%
Recognition for learning	15%
Unrewarding culture	2%
Limited learning enablement	1%

PROBLEM

Stagnant Growth

RECOMMENDATIONS

- ❑ Create personalized career development plans
- ❑ Provide constructive feedback
- ❑ Establish clear criteria for promotions
- ❑ Encourage cross-functional projects
- ❑ Recognize and celebrate employees' achievements

THANK YOU!!