










# Understanding the Career Aspirations of Gen-Z

A group of graduates in black caps and gowns with yellow stoles, seen from behind, standing against a bright blue sky with white clouds. The graduates are huddled together, with some placing their hands on the shoulders of others, suggesting a moment of celebration or support.

**Presented by  
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# LEARNING ROAD MAP



1. Dashboard Preparation 
2. Problem Statement 
3. Data Collection 
4. Data Cleaning and Analysis using SQL 
5. General Power BI Dashboard 
6. Focus Area Dashboard 
7. Employer Overview 
8. Final Insight 



# PROBLEM STATEMENT

## "Understanding the Career Aspirations of GenZ"



### Challenges:

- Societal/Tech Changes
- Workplace Dynamics Shift
- Diverse career paths



### Why it Matters:

- Customize Learning
- Future Workforce Alignment
- Supportive Environment



### Objective:

- Uncover Gen Z aspirations.
- Shape decisions in education/employment.
- Guide organizational development.



# BUSINESS REQUIREMENT DOCUMENTATION

## Who is affected?

Generation Z individuals, parents, and family dynamics are all directly impacted by this issue, as are businesses, employers, and educational institutions that could find it difficult to adapt to changing job preferences.

Peers among Gen Z, Within the peer group, individual decisions can be influenced by peer pressure and cultural norms. The conceptions of work success can also be shaped by broader society norms and expectations, which might have an influence on how Gen Z individuals see their objectives.

Experts offering professional counselling, as well as government and policy makers, mismatch the goals of Generation Z citizens. A comprehensive strategy that takes into account the requirements and viewpoints of all parties involved is needed to address this issue.

## What is happening?

India's Generation Z faces challenges when it comes to properly discussing and expressing their job goals, which leaves family, friends, and employers in the dark. This causes stress and highlights the need for better communication techniques to close the gap between changing expectations from society and one's own job choices.

## When is this happening?

It is a constant problem, as people frequently manage discussions about their future goals with peers, employers, and family. The problem comes up at different times in life, such as while pursuing school, entering the workplace, and continuing to advance in one's profession. As a result, there is a constant need for better comprehension and communication.

## Where is this happening?

Understanding Gen Z's job goals in India is a universal challenge that arises in a variety of circumstances. It takes happen in family homes, classrooms, offices, and public settings, demonstrating the widespread need for better understanding and communication in a range of locations and communities.

## Why is that a problem?

It is problematic to comprehend Gen Z's career aspirations in India because it causes misunderstandings, strained relationships, and a mismatch between conventional expectations and changing employment choices. To address this, we must promote growing acceptance and support for a variety of employment options.





# DATA COLLECTION

## Digitizing Insights

1. Google Form Deployment

2. Social Media Outreach



Section 1 of 7

### Your Career Aspirations

Welcome! This form is all about you and your career dreams. Share your aspirations, goals, and any challenges you might be facing on your professional journey. Your insights will help me tailor support and resources to understand about larger Gen Z community.

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

If the employer has only work from office, how likely would you join them? \*

1 2 3 4 5 6 7 8 9 10

Will not Join ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Will Join for Sure

Would you consider a position with a lower salary if it offered significant growth opportunities or a better work environment? \*

- ☐ Yes, for the right growth opportunities
- ☐ No, salary is my primary consideration

Describe a challenging technical project you would like to work on in the future. \*

Long-answer text

# DATA CLEANING & ANALYSIS

## SQL Query Efficiency



**File Format to Store Spreadsheet Data**  
- *Microsoft Excel*



**Database Design Tool**  
- *MySQL Workbench*



**Achievement - Executed 30 queries**

```
54 -- 5. What is the most suitable working environment according to female genz's?
55 • SELECT
56     la.PreferredWorkingEnvironment,
57     COUNT(*) AS Count
58 FROM personalized_info as pi
59 INNER JOIN
60     learning_aspirations as la ON pi.ResponseID = la.ResponseID
61 WHERE pi.Gender IN ('Female\r')
62 GROUP BY
63     la.PreferredWorkingEnvironment
64 ORDER BY
65     Count DESC
66 LIMIT 1;
```

PreferredWorkingEnvironment	Count
Fully Remote with Options to travel as and whe...	161

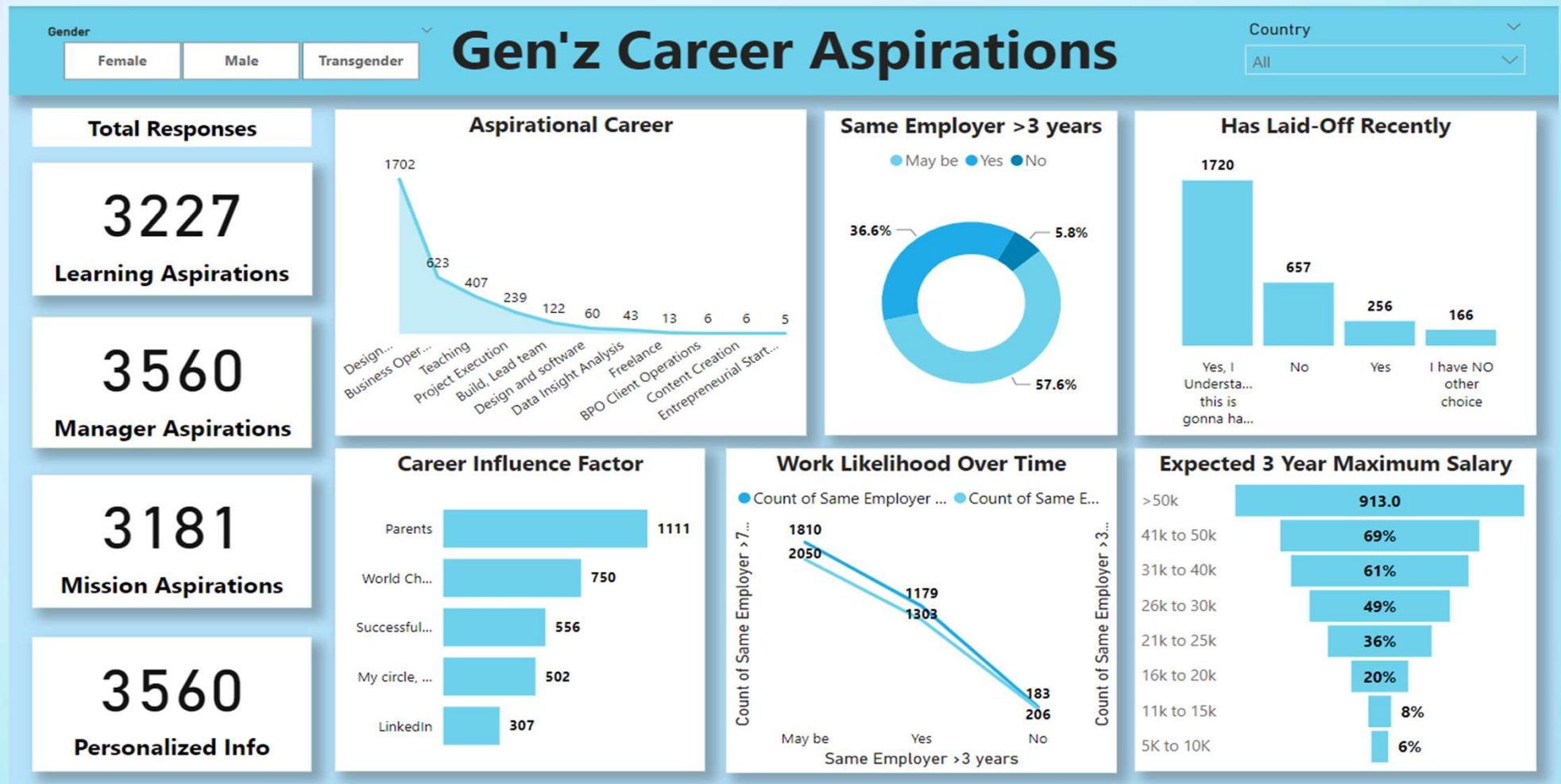
```
81 -- Question 8: How many Gen-Z are influenced by Social Media and Influencers together, display for Male and Female seperately from India
82 • SELECT
83     SUM(Gender = 'Male\r') AS MaleCareerInfluencedByMedia_Influencers,
84     SUM(Gender = 'Female\r') AS FemaleCareerInfluencedByMedia_Influencers
85 from genz_data
86 where (CareerInfluenceFactor LIKE '%media%' OR CareerInfluenceFactor LIKE '%influencers%') AND CurrentCountry = 'India';
87
```

MaleCareerInfluencedByMedia_Influencers	FemaleCareerInfluencedByMedia_Influencers
126	87

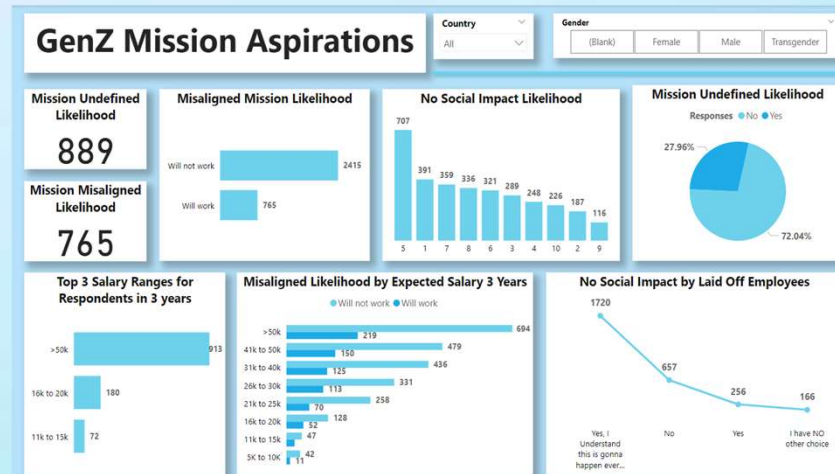
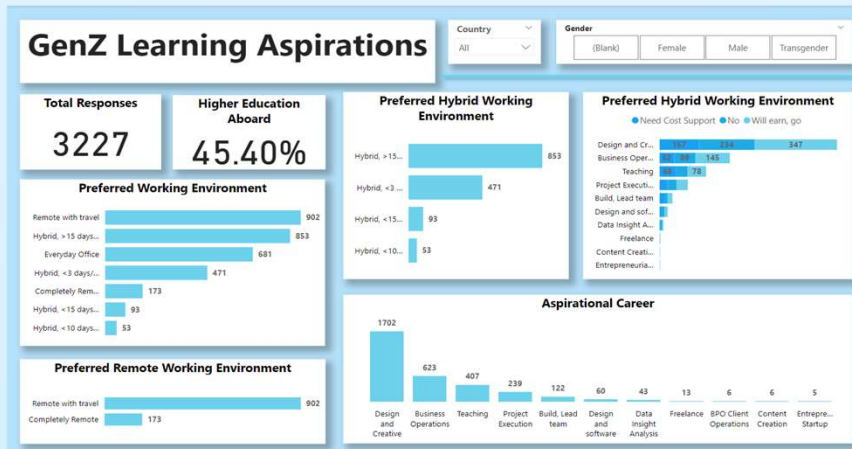
```
24 -- 2. What percentage of Genz's who have chosen their career in Business operations are most likely to be influenced by their Parents?
25 • SELECT (SUM(la.CareerInfluenceFactor like '%My Parents%' and la.ClosestAspirationalCareer like '%Business Operations%')/count(*))*100
26     AS Percentage_Influenced_By_Parents -- COUNT(*) AS Total
27 FROM learning_aspirations as la;
```

Percentage_Influenced_By_Parents
17.7033

# GENERAL POWER BI DASHBOARD



# FOCUS AREA DASHBOARDS





# TCS Insights

## A Gen Z Perspective



### ABOUT THE COMPANY

- **Indian multinational** IT services and **consulting** company.
- Part of the **Tata Group**.
- Operates in 150 locations across 46 countries.
- **Second largest** Indian company by **market capitalization**.
- Most valuable IT service brand **globally**.



### AMBITIONBOX & GLASSDOOR RATING

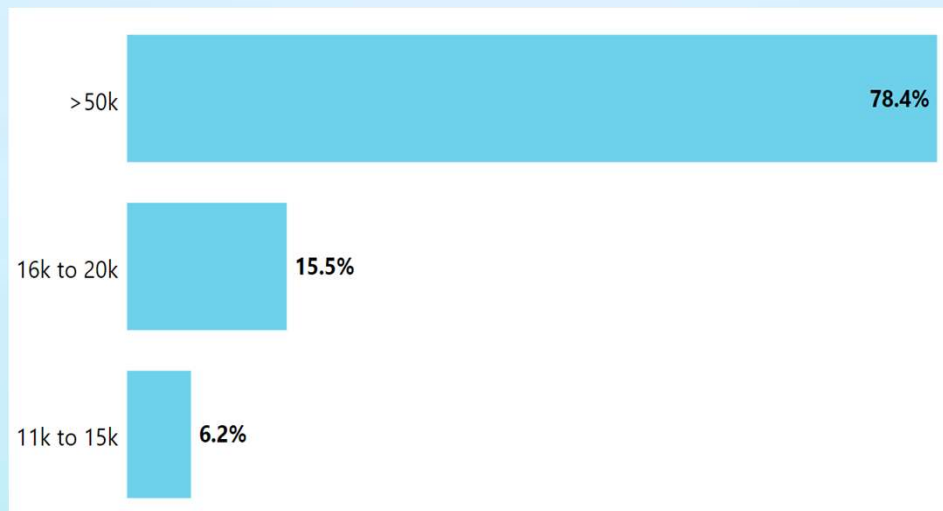


### PROBLEM AREA & RECOMMENDATION

- **CHALLENGES:**
- **Pay & Hikes:** Less pay, low hikes.
- **Career Choices:** Limited domains.
- **Workforce Size:** High employee numbers.
- **RECOMMENDATIONS:**
- Revise Compensation.
- Expand Career Options.
- Optimize Workforce.

# FINAL INSIGHT 1

## Top 3 Expected Salary Ranges for Gen Z in 3 years



### INSIGHTS:

- Majority (80%) seek salary above 50 thousand.
- Only 6% comfortable with lower range.

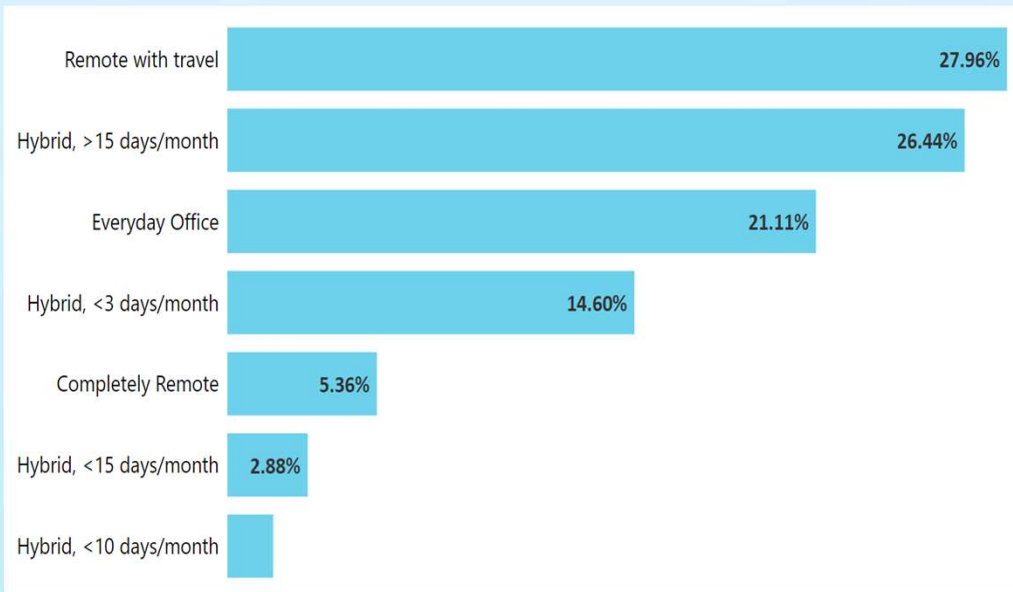
### RECOMMENDATION:

Emphasize a holistic compensation approach beyond base salaries.

- Market-Competitive Pay
- Performance-Linked Increments
- Regular compensation feedback
- Flexible work arrangements & health perks

# FINAL INSIGHT 2

## Gen Z 's Preferred Working Environment



### INSIGHTS:

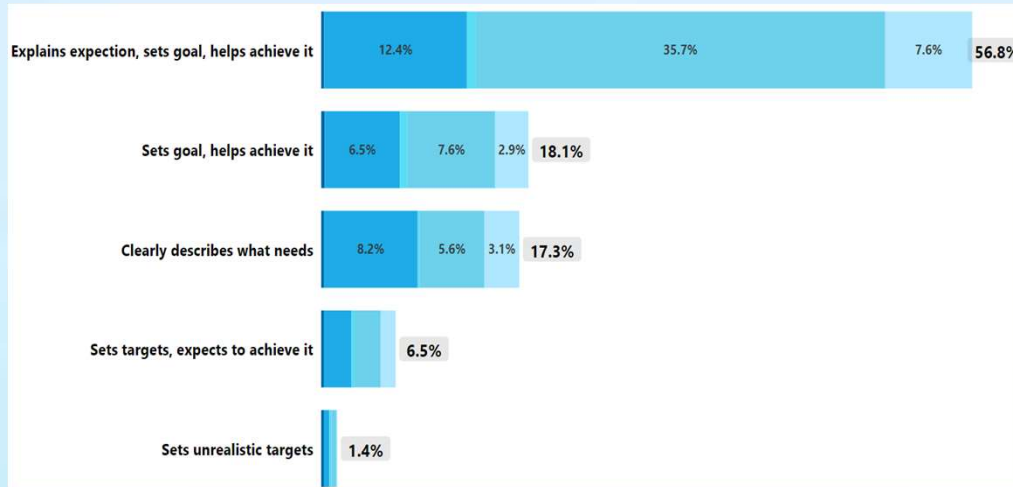
- Remote (28%): Prefers occasional travel with remote.
- Hybrid (26%): Strong desire for balanced hybrid.
- Office (21%): Prefers traditional setup.
- Minimal Hybrid (1.6%): Minimal interest in fewer office days.

### RECOMMENDATION:

- Flexible Travel Options
- Promote Balanced Hybrid
- Optimize Traditional Offices
- Avoid Minimal Hybrid

# FINAL INSIGHT 3

## Gen Z's Manager Preferences By Employer Preferences



### Preferred Employers

- Appreciates learning, doesn't enables environment
- Appreciates learning, enables environment
- Pushes your limits, doesn't enables learning environment, never rewards you
- Pushes your limits, enables learning environment, rewards you end
- Rewards learning & environment

### INSIGHTS:

- 57% Majority prefer Desired Managers.
- Within 57% Employee Preferences are
  - 36% push limits, learn environs, rewards;
  - 12% respect learning, its environment.
- 18% prefer Goal-Oriented Managers.
- 17% favor Clear Communicator Managers.

### RECOMMENDATION:

- Desired Leadership Development
- Emphasize Goal Orientation
- Set Achievable Targets
- Employee Survey Feedback



**Thank You**