

GEN Z & CAREER PRIORITIES

Understanding Gen Z Workforce Preferences

Insights into Gen Z career choices, work environment, and employer expectations.

By Suzan Wheed



Methodology for Understanding Gen Z Workforce Preferences

Methodology for Understanding Gen Z Workforce Preferences

Data Collection



- Designed a Google Form to gather responses
- Published the form and collected data

Data Preparation



- Cleaned and transformed raw data for accuracy

Data Analysis & Visualization



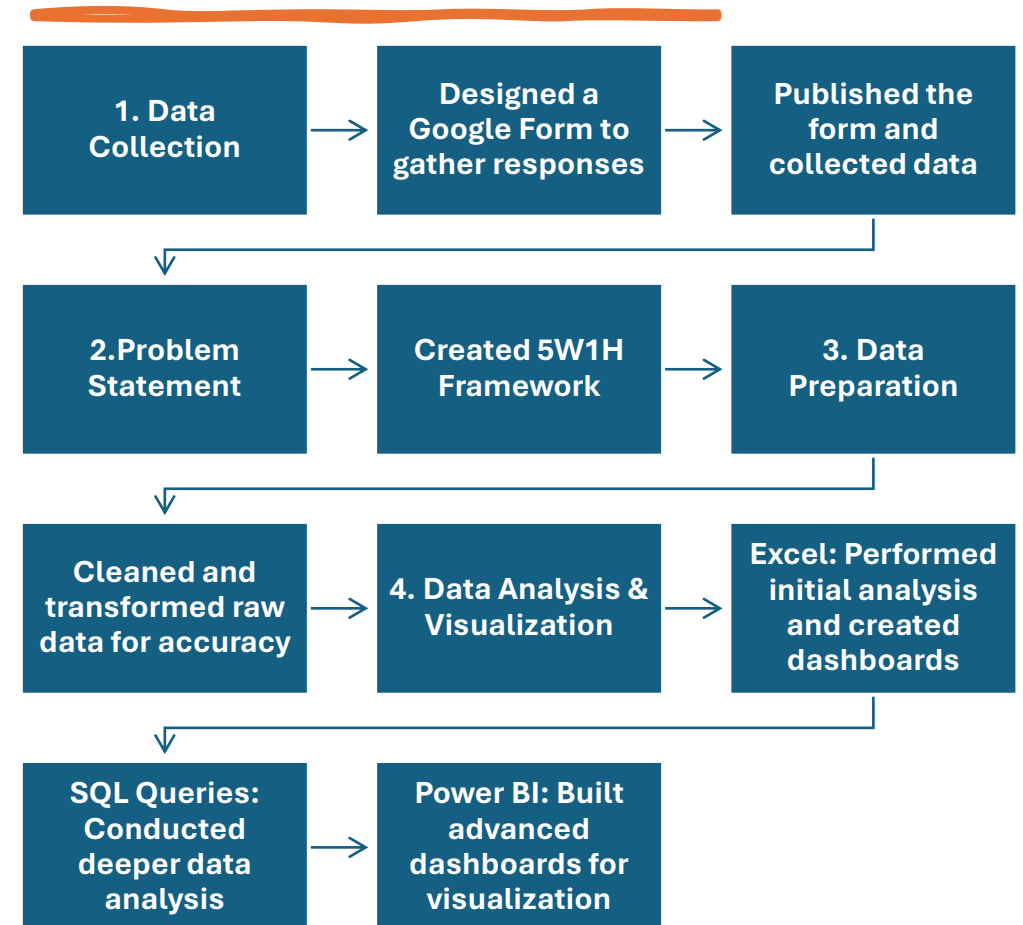
Performed initial analysis and created dashboards



Conducted deeper data analysis



Built advanced dashboards for visualization



Problem Statement Stage

Created 5W1H
Framework

Who

- Affected Groups:

What

- Problem Statement
- Implications

Where

- Work Environment

When

- Timing of Challenges
- Career Development

Why

- Underlying Causes

How

- Strategies to Address the Problem

Data Collection Stage
created google form

Understanding Gen Z Workforce Preferences

Please fill out this form to help us understand the preferences and expectations of Generation Z in the wokplace

Age ^{*red}

Short answer text

Gender ^{*red}

☐ Male

☐ Female

☐ Prefer not to say

Employment Status ^{*red}

☐ Employed full-time

Who or what has influenced your career aspirations the most?

☐ Family

☐ Friends

☐ Media

☐ Teachers

☐ Online Resources

☐ Other

☐ Option 7

What factors are most important to you when considering a job?

☐ Salary

☐ Work life balance

☐ Passion for the work

☐ Job security

☐ Opportunity for advancement

☐ Company culture

☐ Location flexibility(Remote/Hybrid)

EDA Stage Using Excel

1- What industries are Gen Z most interested in pursuing career in ?

Industries that Gen Z interested in	Count of ID
Design and Develop amazing software	98
Build and develop a Team	155
Work as a freelancer and do my thing my way	442
Teaching in any of the institutes/colleges/online	496
Business Operations in any organization	780
Design and Creative strategy in any company	1960
Grand Total	3931

2- What are the top factors influencing Gen Z's career choice ?

Factors influencing GenZ Career	Count of ID
Movies	15
My Friends	24
Social Media	421
People In My Network	578
Career Role models	669
World Leaders	873
Parents	1351
Grand Total	3931

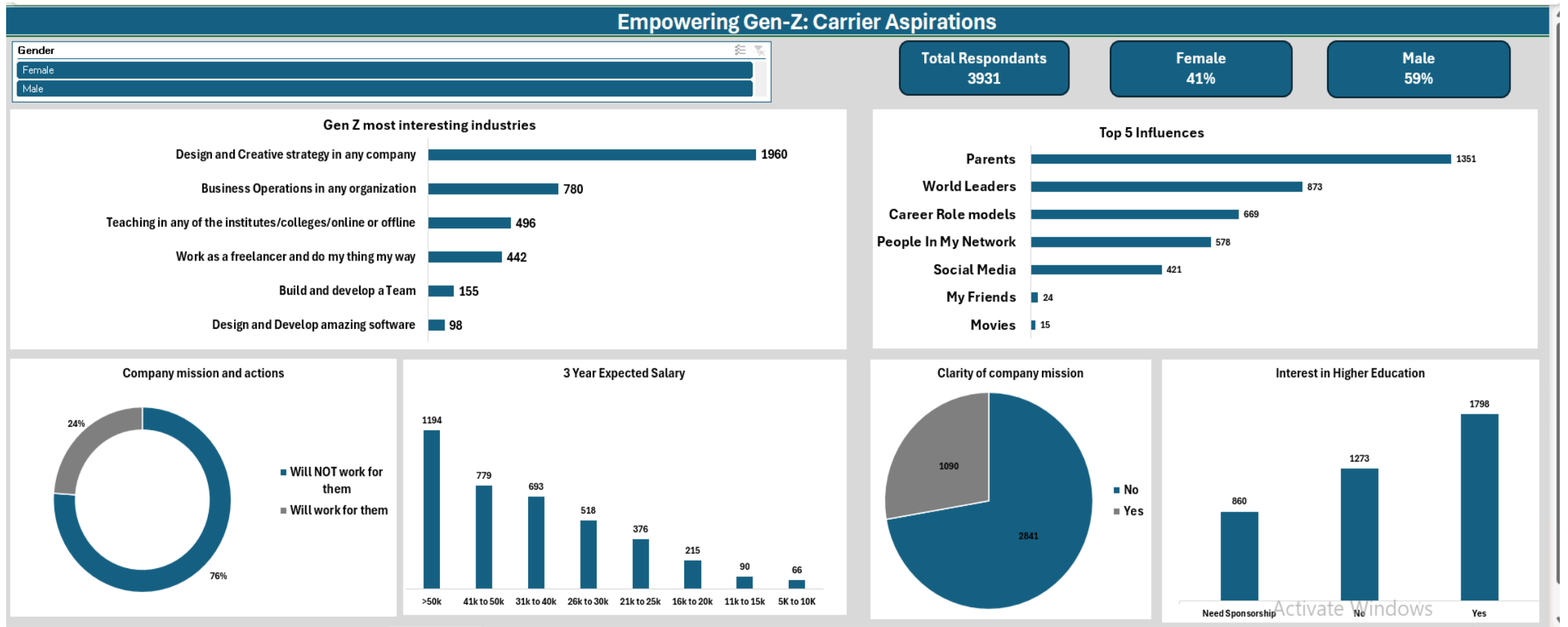
3- What is the desired work environment for Gen Z ?

Desired work environment for Gen Z	Count of ID
Work with 5 to 6 people in my team	1212
Work with 2 to 3 people in my team	1202
Work alone	734
Work with 7 to 10 or more people in my team	414
Work with more than 10 people in my team	369
Grand Total	3931

4- How do financial goals , such as salary& benefits ,impact career aspirations among GenZ ?

Minimum Expected salary for First 3 years	Count of ID
>50k	1194
41k to 50k	779
31k to 40k	693
26k to 30k	518
21k to 25k	376
16k to 20k	215
11k to 15k	90
5K to 10K	66
Grand Total	3931

Dashboard Using Excel



EDA Using MYSQL

1- What industries are Gen-Z most interested in pursuing careers in?

```
1 • SELECT `Aspirational Job Career`, COUNT(`Aspirational Job Career`) as total FROM kulture
2   GROUP BY `Aspirational Job Career`
3   Order By COUNT(`Aspirational Job Career`) desc
4
```

2- What are the top factors influencing Gen Z's career choice ?

```
1 • select `Career Aspiration Factors`, count(`Career Aspiration Factors`) as Total from kulture
2   GROUP BY `Career Aspiration Factors`
3   ORDER BY COUNT(`Career Aspiration Factors`) desc
```

5- What role do personal values & social impact play in career choices for GenZ ?

```
1 • SELECT
2   CASE
3   WHEN `No Social Impact Company` IN (1,2, 3) THEN 'Less Impact'
4   WHEN `No Social Impact Company` IN (4, 5, 6) THEN 'Partially Impact'
5   WHEN `No Social Impact Company` IN (7, 8, 9, 10) THEN 'More Impact'
6   END AS Impact_Category,
7   COUNT(*) AS Total_Count
8   FROM kulture
9   GROUP BY Impact_Category;
10
```

3- What is the desired work environment for Gen Z ?

```
1 • select `Work Setup Preference`, count(`Work Setup Preference`) as Total from kulture
2   group by `Work Setup Preference`
3   order by count(`Work Setup Preference`) desc
```

4- How do financial goals , such as salary& benefits ,impact career aspirations among GenZ ?

```
1 • SELECT `Minimum Expected Monthly Salary For First 3 Years`, count(`Minimum Expected Monthly Salary For
2   group by `Minimum Expected Monthly Salary For First 3 Years`
3   order by count(`Minimum Expected Monthly Salary For First 3 Years`) desc
```


Dashboard Using Power Bi



Gen Z Demographics Overview

Participants

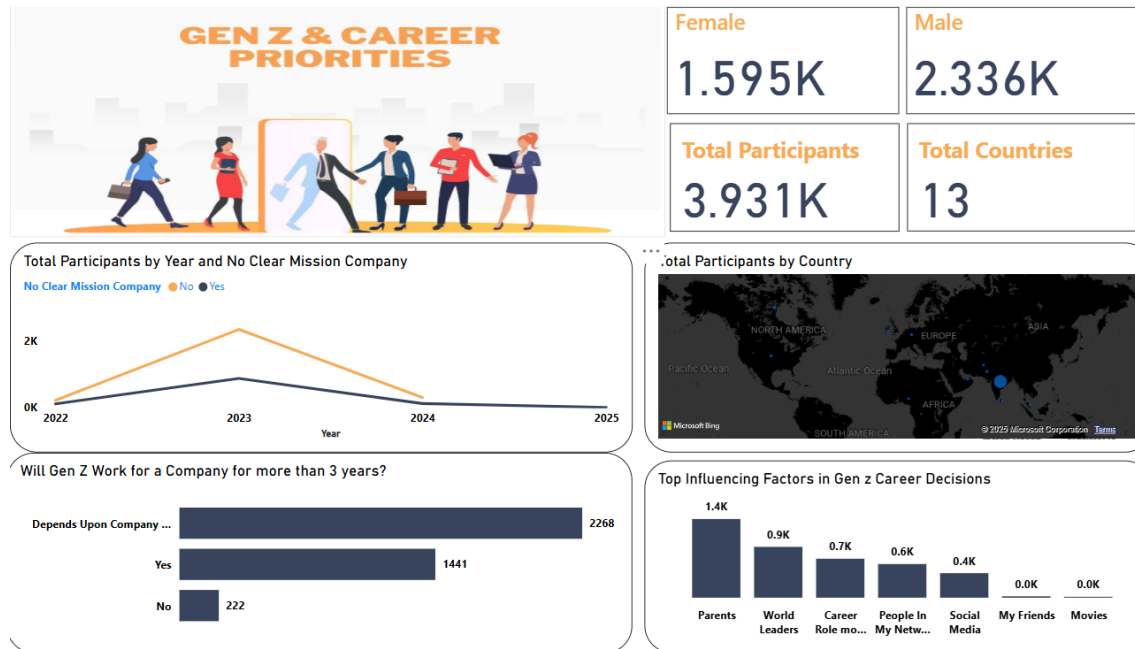
- 3.931K total

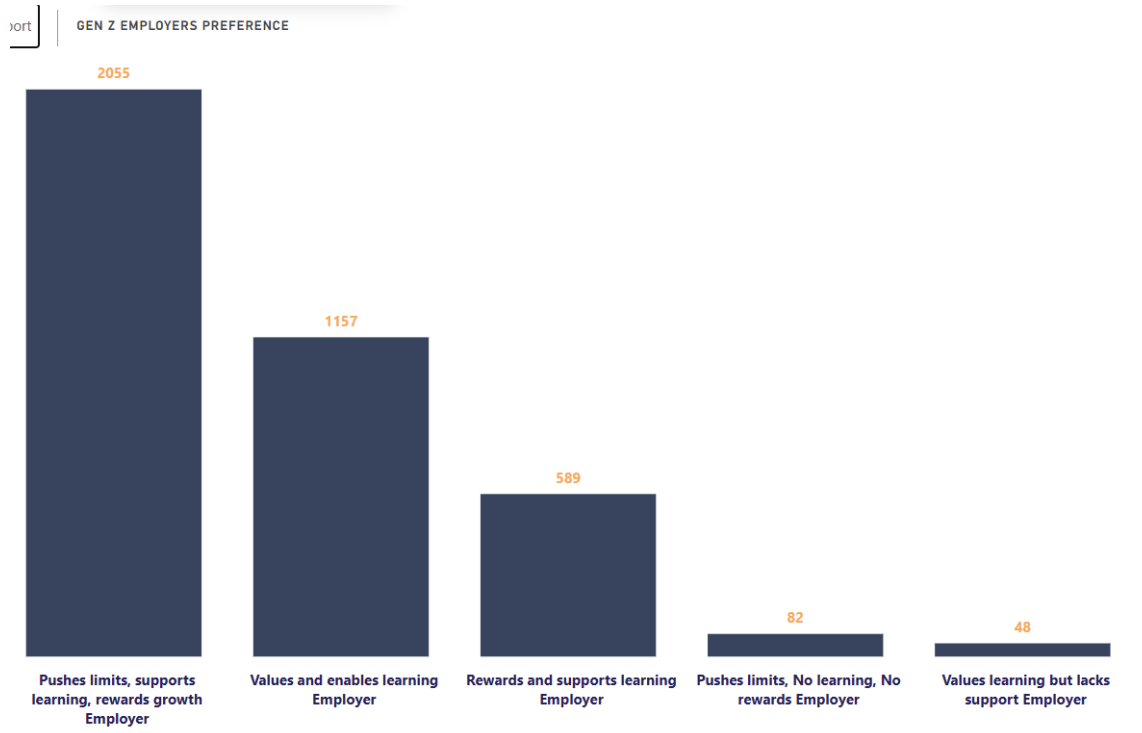
Gender Split

- Female: 1.595K
- Male: 2.336K

Countries

- 13 represented





Gen Z Employer Preferences

Learning & Rewards

- Preferred by many employers

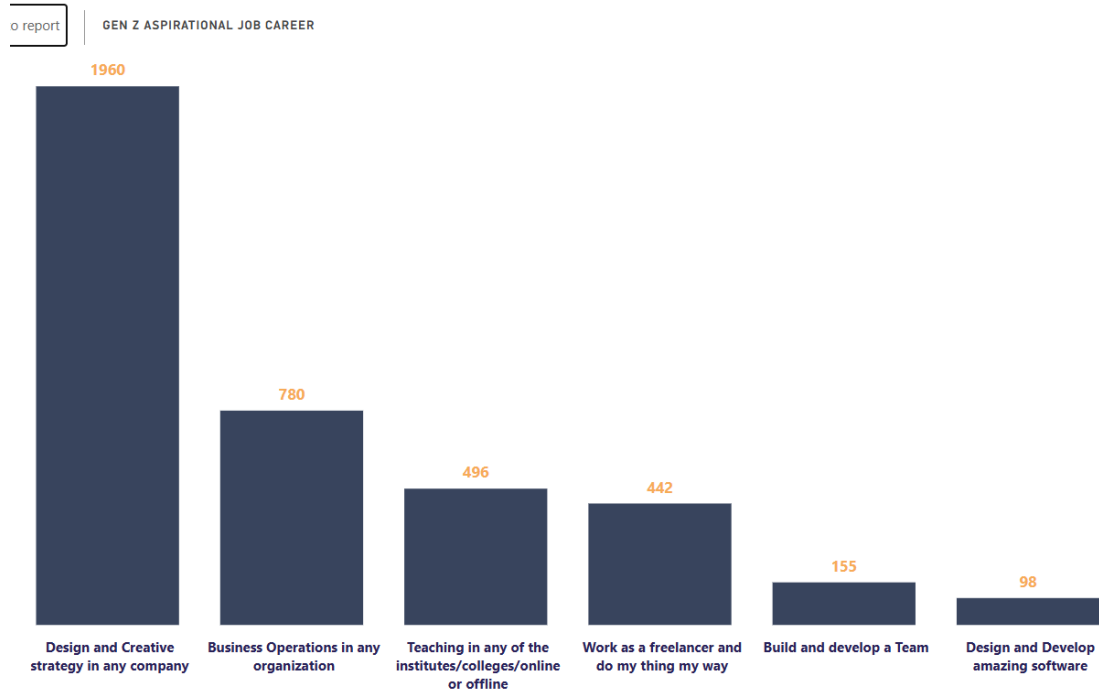
No Rewards

- Some employers focus on learning only

Support

- Key factor for aspirational job careers

Impact of Mission Alignment on Career Choices



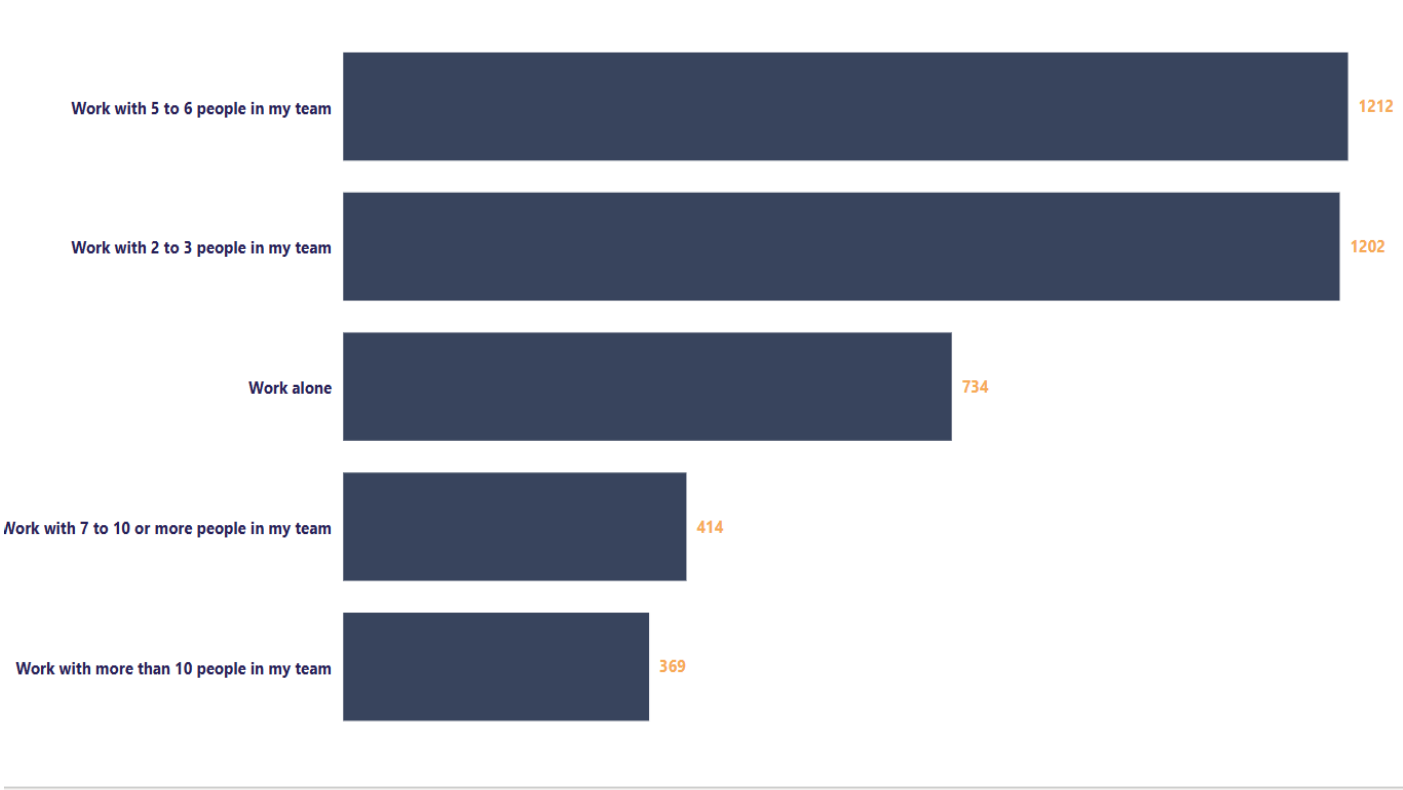
Work Style Preferences

- My way
- Software or offline
- In any company

Mission Alignment

- Strong influence on job choice

Gen Z Manager Preferences



Work with 5 to 6 people 1212

Work with 2 to 3 people 1202

Work alone 734

Work with 7 to 10 or more people 414

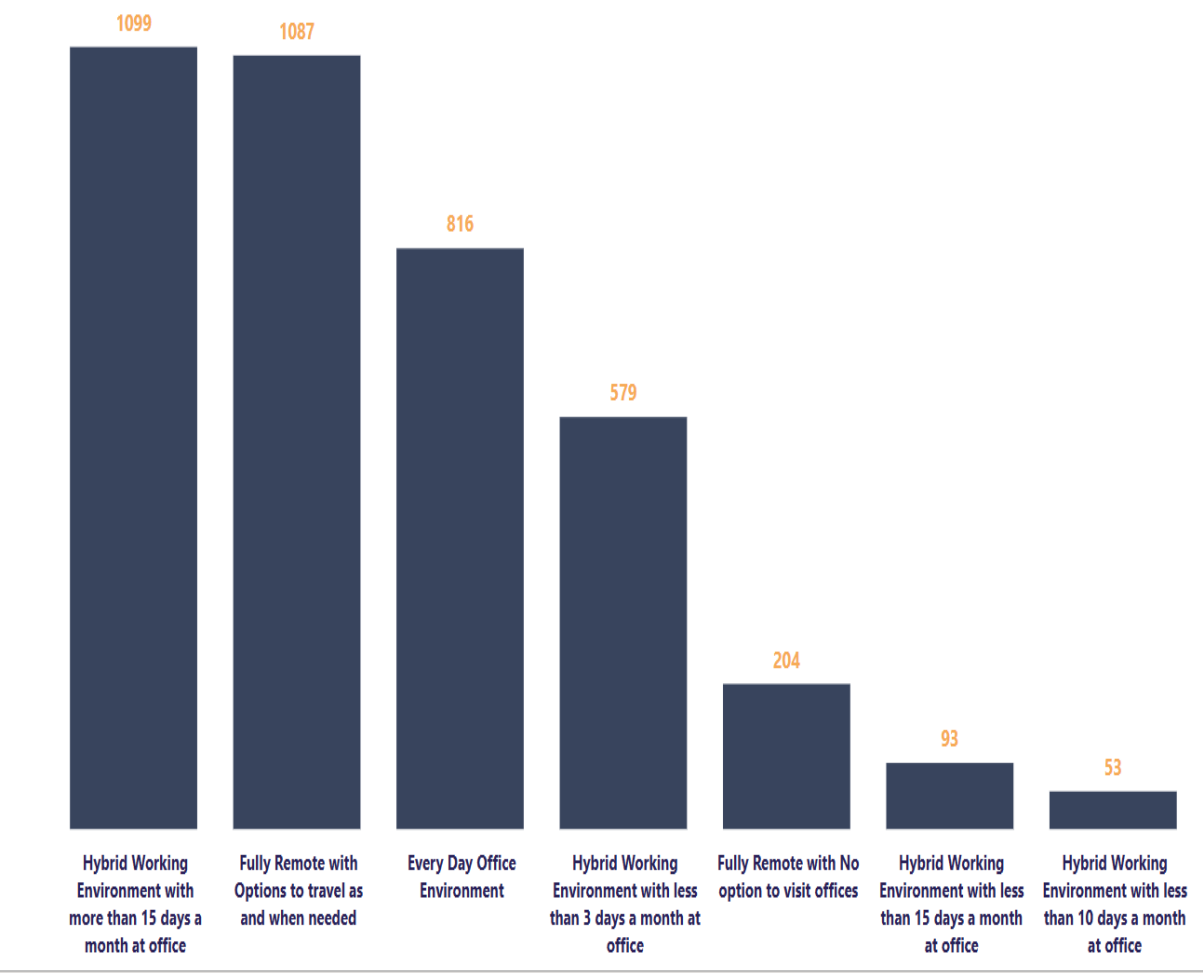
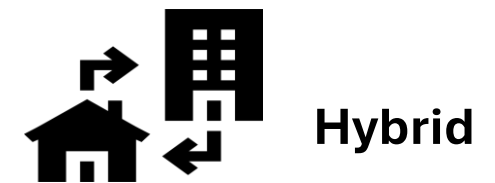
Work with more than 10 people 369

Salary Expectations for 3 Years Experience

- Gen Z salary expectations increase with experience.

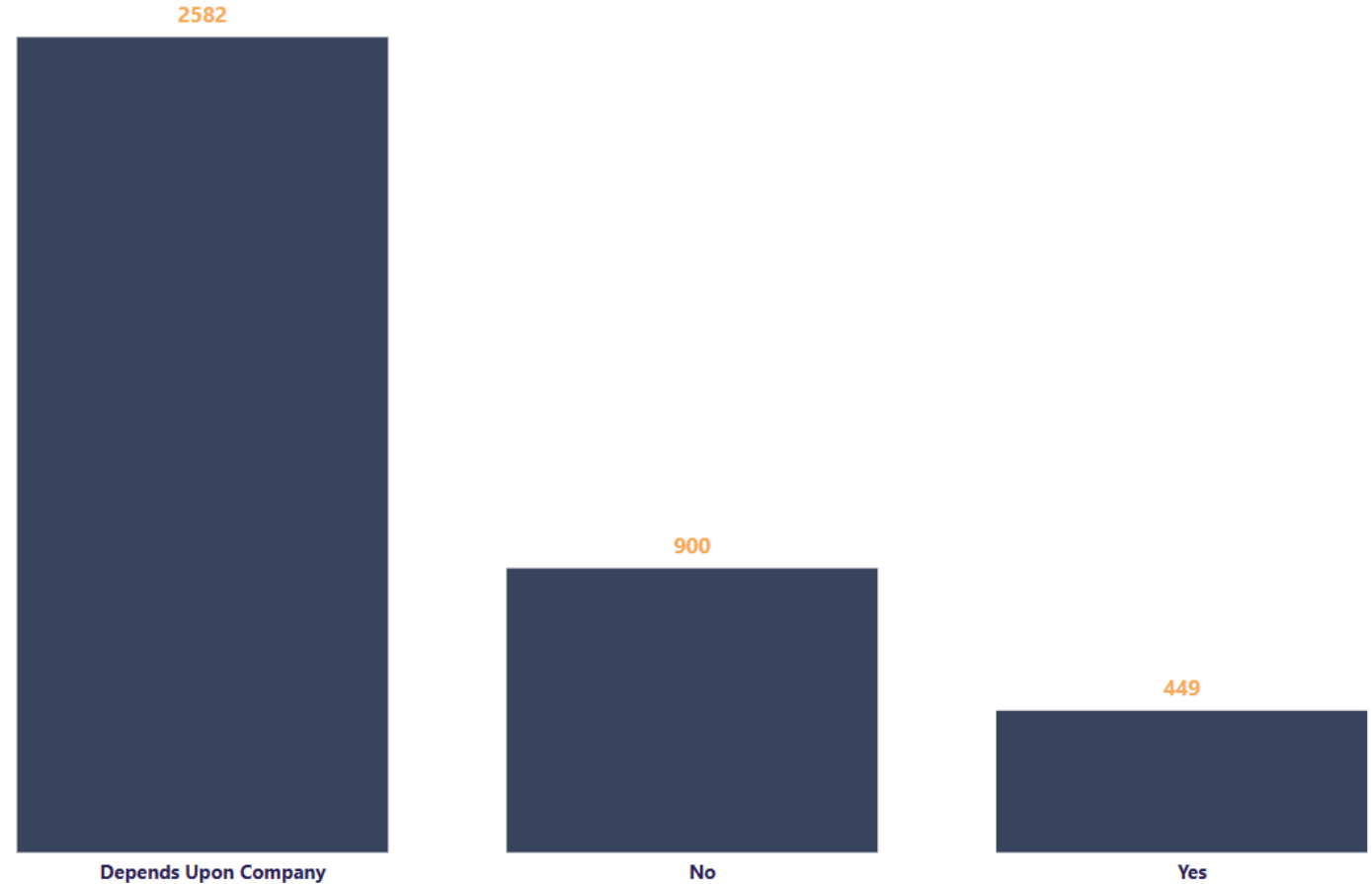


Gen Z Working Environment Preferences



Long-Term Employment Outlook

- Gen Z shows varied willingness to stay long-term with employers.



The Coca-Cola Company



The **Coca-Cola Company** is a multinational beverage corporation headquartered in **Atlanta, Georgia, USA**. Founded in **1892**, it is best known for its flagship product, **Coca-Cola**, which was originally created by **John Stith Pemberton** in **1886**. Over the years, Coca-Cola has expanded its portfolio to include **over 200 brands**, ranging from soft drinks to bottled water, coffee, tea, and even alcoholic beverages.

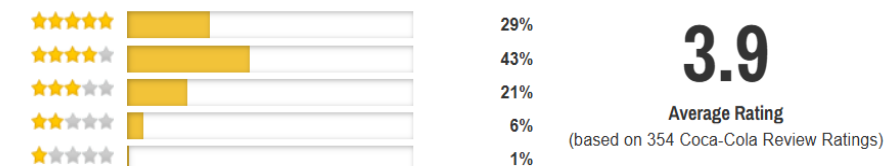
Key Facts:

- **Global Reach:** Coca-Cola operates in **over 200 countries**, serving billions of beverages daily.
- **Major Brands:** Includes **Sprite, Fanta, Dasani, Minute Maid, Powerade**, and more.
- **Sustainability Efforts:** The company focuses on **water replenishment, packaging recycling, and carbon emissions reduction**.
- **Egypt Operations:** Coca-Cola has a presence in **Egypt**, offering a range of beverages and engaging in sustainability initiatives.

How Coca-Cola uses data?



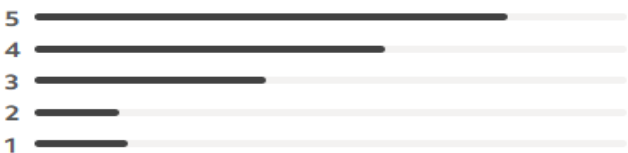
Average Ratings on Different Platforms



Overall rating

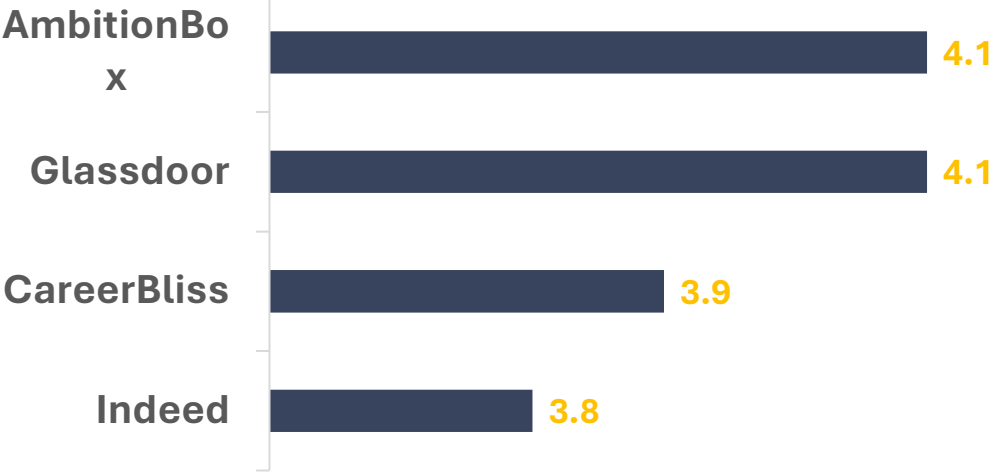
3.8 ★

Based on 10,804 reviews

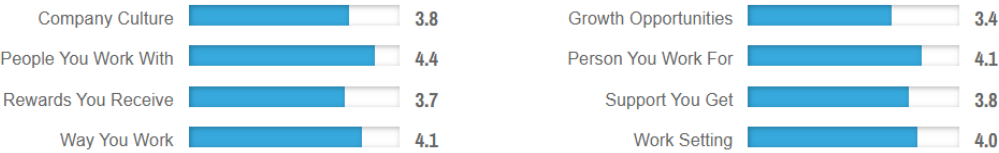


Detailed ratings

Work-life balance	3.6 ★
Pay and benefits	3.8 ★
Job security and advancement	3.4 ★
Management	3.4 ★
Culture	3.6 ★



Ratings by Category



Coca-Cola Company Reviews

Updated 26 May, 2025

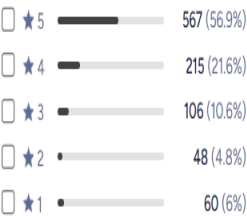
Overall Rating ⓘ

★ 4.1/5

based on 996 reviews

↗ 5% above industry's average [know more](#)

Rating Distribution



Category Ratings



Insights

Gen Z appreciate **skill development, salary, and company culture**, indicating an overall **positive work experience**.

Job security and promotion opportunities could be enhanced to improve retention and career progression.

Gen Z prefers smaller work teams, strong **earning potential**, and **flexible work setups** (hybrid and remote with travel options).

Long-term employment depends on company culture, meaning organizations must **focus on engagement and career growth opportunities**.

Competitive salaries matter—companies offering **higher compensation have better chances of attracting Gen Z talent**.

Insights

- **Gen Z's workplace loyalty depends on company culture and opportunities for growth**—organizations must align with these expectations for long-term retention.
- **Parents and role models have a stronger impact on career decisions than social media**, indicating a preference for **real-world guidance over digital influence**.
- **Companies without a clear mission struggle more each year**, reinforcing that **purpose-driven work matters to younger employees**.

Thank You

