DATA ANALYTICS

Understanding the career aspirations of Gen Z

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LEARNING ROADMAP

1 Understanding the problem statement

2 Creating the Business Requirement Document

3 Collecting the data and cleaning It using SQL.

4 Analysis of Business questions using SQL.

5 Building a comprehensive Dashboard.
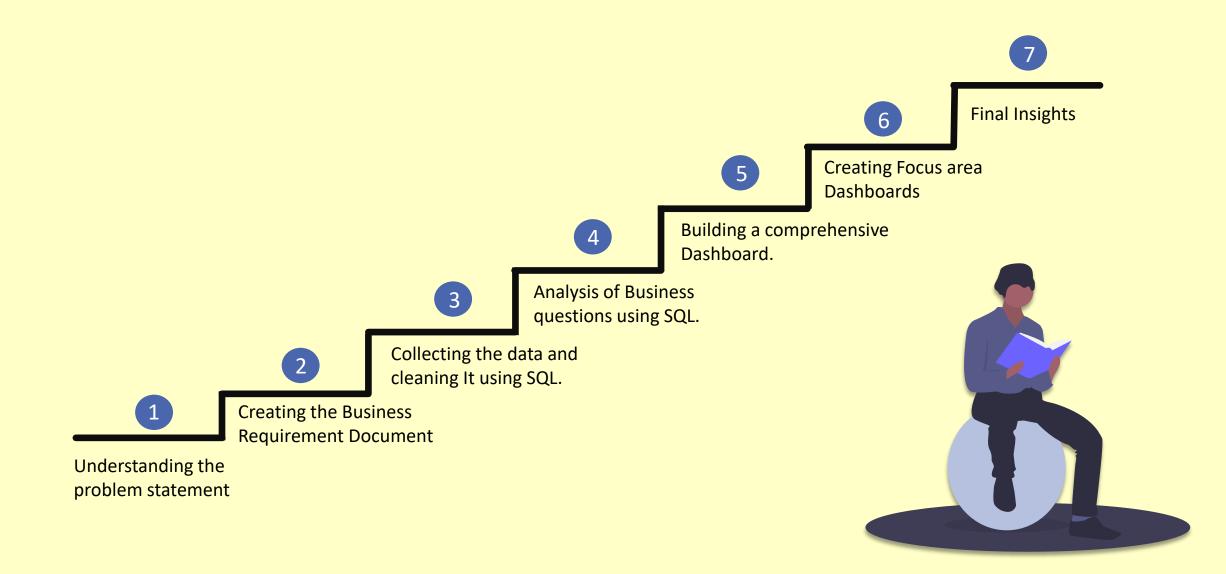
6 Creating Focus area Dashboards

7 Final Insights

Problem Statement

Understanding the career Aspirations Of Gen Z.

Situation

Gen Zs career aspirations are often overlooked by parents, mentors, teachers and employers.

Impact

Failure to tap into their potential could result in stagnation in various industries

CREATING A BUSINESS REQUIREMENT DOCUMENT

What is happening?

The problem with the gen-zs are they aspire for quick results and they are not satisfied easily. They feel they are underpaid or they are not in the right place. The key problem lies in the communication aspect as well. For e.g., if a person has been working in a company for 8 months and he feels that he is underpaid, at the time of appraisal, he asks for hefty increments which the manager is not in place to give. In this present circumstance the individual feels depreciated and will in general leave the firm.

Where is this happening?

Less technical jobs in the automotive, IT, and corporate sectors are having an impact on Gen-Z. Due to their inexperience, they cannot pass the interview rounds for the automotive industry. They lack knowledge of tools and technologies in IT. Employers in the corporate world seek candidates who have client-facing experience and practical understanding.

WHEN IS THIS HAPPENING?

The focus on understanding and addressing the career aspirations of Generation Z is currently unfolding. With Gen Z entering the workforce, there is a recognition among educators and employers, of the need to adapt strategies to accommodate their unique goals.

WHY IS THAT A PROBLEM?

Career Dissatisfaction and Turnovers:
Gen Z individuals tend to seek roles that align with their passions and often prioritize flexibility, including the option to work remotely. If their work doesn't fulfil these criteria, there's a higher likelihood of dissatisfaction, which could, in turn, lead to increased turnover rates as they seek more suitable opportunities.

Innovation Stagnation:
A lack of understanding of Gen Z aspirations could result in missed opportunities for innovation. This generation often brings fresh perspectives and ideas, and failure to tap into this potential could lead to stagnation in various industries.

WHO IS AFFECTED BY NOT UNDERSTANDING THE CAREER ASPIRATIONS OF GEN Z?

1. **Employers and Businesses:**
   Businesses may struggle to attract, engage, and retain Gen Z talent if they are not aligned with the aspirations and values of this generation. This can hinder the overall productivity and competitiveness of companies in the evolving job market.

2. **Managers and Team Leaders:**
   Managers and team leaders might find it challenging to motivate and manage Gen Z employees effectively if they do not understand their career goals and expectations. This lack of understanding can lead to decreased employee satisfaction and performance.

3. **Gen Z Individuals Themselves:**
   Of course, the most direct impact is on Generation Z individuals. If their aspirations are not understood or supported, they may face challenges in finding fulfilling and meaningful career paths.

DATA COLLECTION

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.

Which of the below factors influence the most about your career aspirations ? *

Would you definitely pursue a Higher Education / Post Graduation outside of India ? If only you have to self sponsor it.

Would you work for a company whose mission is not clearly defined and publicly posted. *
Example: Company whose mission is not defined and they are just operating in some niche, and are making good money and profits.

For our problem statement we gathered data from the Gen-Zs through platforms like LinkedIn, Instagram, etc.

We received around 3100 complete forms and around 50,000 responses. The responses were roughly from 1800 different Postal codes across India.

DATA CLEANING AND ANALYSIS OF BUSINESS QUESTIONS USNG SQL

We worked on MYSQL Server Workbench.

Imported data from csv and xlsx files to the server, wrote SQL queries to solve Business questions.

We solved 22 business questions and here we have some snippets of the codes along with the outputs.

```sql
78    -- Overall count of genz who prefer to work with team
79 •  SELECT COUNT(CASE WHEN p.Gender LIKE 'male%' THEN 1 END) AS male_genz,
80         COUNT(CASE WHEN p.Gender LIKE 'Female%' THEN 1 END) AS female_genz,
81         COUNT(CASE WHEN p.Gender LIKE 'transgender%' THEN 1 END) AS trans_genz
82    FROM personalized_info p
83    INNER JOIN manager_aspirations m ON p.ResponseID = m.ResponseID
84    WHERE m.PreferredWorkSetup LIKE '%team%';
85
```
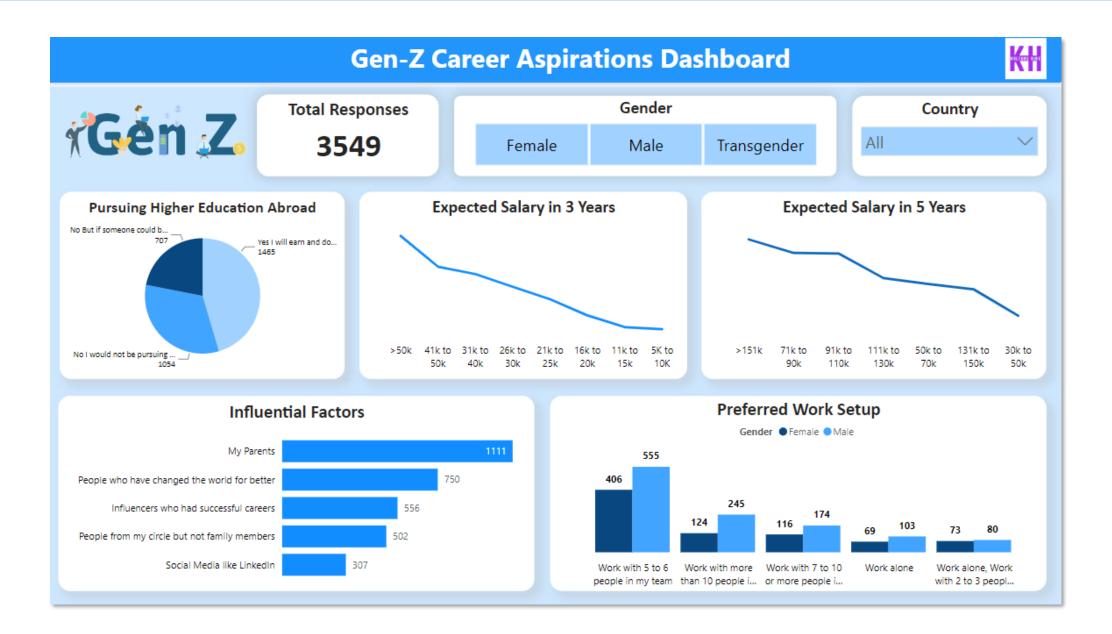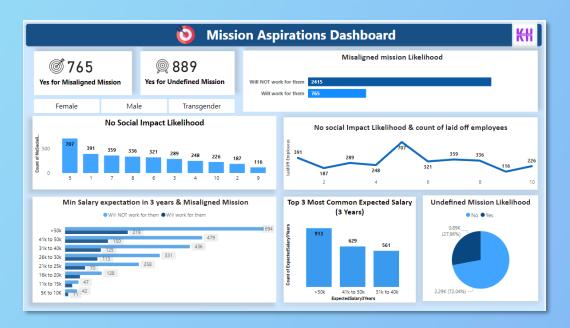
male_genz	female_genz	trans_genz
1088	753	0

```sql
172    /* Query 15 */
173 •  SELECT p.Gender,
174         AVG(CAST(SUBSTRING_INDEX(ExpectedSalary3Years, 'k', 1) AS SIGNED)) AS Avg_Starting_Salary_3years
175    FROM personalized_info p
176    INNER JOIN mission_aspirations m2
177    ON p.ResponseID = m2.ResponseID
178    WHERE p.CurrentCountry LIKE 'India%'
179    GROUP BY p.Gender;
180
```

Gender	Avg_Starting_Salary_3years
Male	20.2089
Female	20.9788
Transgender	31.0000

```sql
210 •  SELECT
211         COUNT(CASE WHEN p.Gender LIKE 'Male%' THEN 1 END) AS Male_GenZ,
212         COUNT(CASE WHEN p.Gender LIKE 'Female%' THEN 1 END) AS Female_GenZ
213    FROM mission_aspirations ma
214    INNER JOIN personalized_info p ON ma.ResponseID = p.ResponseID
215    WHERE p.CurrentCountry LIKE 'India%' AND ma.MisalignedMissionLikelihood LIKE 'Will work%';
216
```

Male_GenZ	Female_GenZ
469	228

A COMPREHENSIVE DASHBOARD

Gen-Z Career Aspirations Dashboard

KH

Total Responses
3549

Gender
Female | Male | Transgender

Country
All ⌄

Pursuing Higher Education Abroad

No But if someone could b...
707

Yes I will earn and do...
1465

No I would not be pursuing ...
1054

Expected Salary in 3 Years

>50k | 41k to 50k | 31k to 40k | 26k to 30k | 21k to 25k | 16k to 20k | 11k to 15k | 5K to 10K

Expected Salary in 5 Years

>151k | 71k to 90k | 91k to 110k | 111k to 130k | 50k to 70k | 131k to 150k | 30k to 50k

Influential Factors

Factor	Value
My Parents	1111
People who have changed the world for better	750
Influencers who had successful careers	556
People from my circle but not family members	502
Social Media like LinkedIn	307

Preferred Work Setup

Gender ● Female ● Male

Setup	Female	Male
Work with 5 to 6 people in my team	406	555
Work with more than 10 people i...	124	245
Work with 7 to 10 or more people i...	116	174
Work alone	69	103
Work alone, Work with 2 to 3 peopl...	73	80

FOCUS AREA DASHBOARDS

WILL GEN Z WORK FOR LTIMINDTREE?

LTIMindtree

ABOUT THE COMPANY

- **LTIMindtree** Limited is an Indian multinational information technology services and consulting company
- A subsidiary of **Larsen & Toubro**, the company was incorporated in 1996 and employs more than 82,000 people.
- It is one of the top Big Tech (India) companies.

AMBITION BOX & GLASSDOOR RATING

Overall Rating

⭐ **3.7**

see rating trend >

☐ 5★	2.5k
☐ 4★	2.6k
☐ 3★	1.3k
☐ 2★	409
☐ 1★	643

3.5 ★★★☆☆

Cons

"**Bad management** and not for freshers mostly in bench" (in 99 reviews)

"**Less salary** in india and hike is not good" (in 87 reviews)

"**No salary hikes** No promotion" (in 48 reviews)

"Very **less pay** compared to competitors" (in 48 reviews)
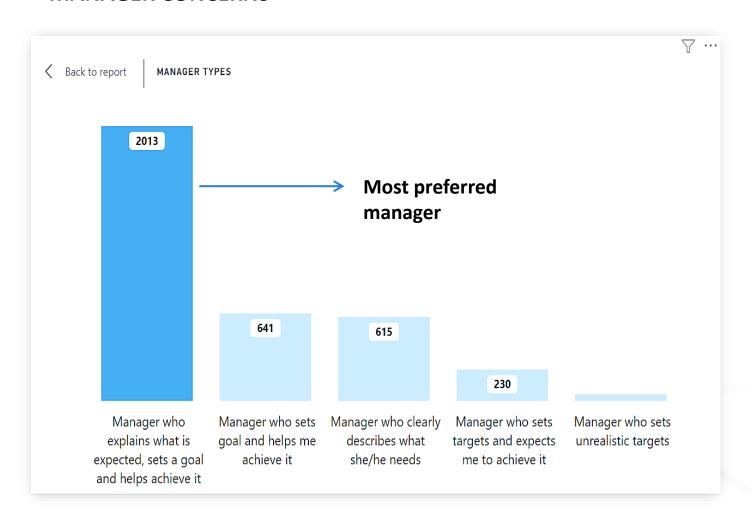
"No RRSP **Benefits are limited**" (in 21 reviews)

PROBLEM AREAS / CONCERNS

Employees express **dissatisfaction** with the **management** and **salary hikes** at LTIMindTree, as reflected in their ratings of **3.5/5 on Glassdoor** and **3.7/5 on AmbitionBox.**
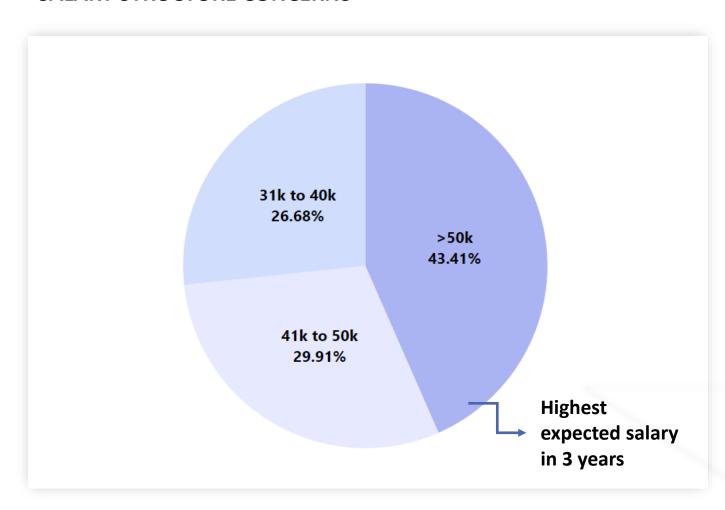
MANAGER CONCERNS

INSIGHTS

- **2013** respondents out of **3549** preferred managers who explains what is expected and helps achieve it.

- Least preferred managers are the ones who set unrealistic goals.

RECOMMENDATIONS

- Invest in Leadership **training programs**
- Encourage open and effective **communication**
- Establish Achievable Goals & Provide **Support**
- Conduct **Employee Surveys** for Feedback

SALARY STRUCTURE CONCERNS

Pie chart:
- >50k — 43.41%
- 31k to 40k — 26.68%
- 41k to 50k — 29.91%

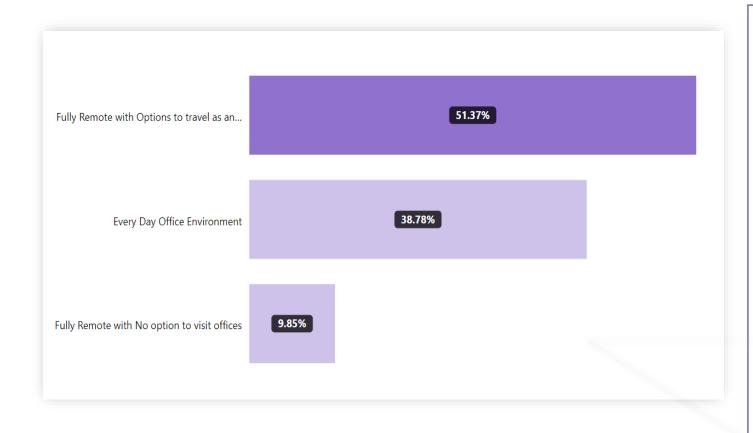**Highest expected salary in 3 years**

PROBLEM

- Many employees at LTIMindtree express dissatisfaction with the **salary structure**.

INSIGHTS

- **43.4%** of Gen Z expects a salary higher than **50,000** in **3 years**.

RECOMMENDATIONS

- Assess and **balance workload** and compensation.
- Offer **performance bonuses** and revise salary structures.
- Set **clear criteria** for salary increments.
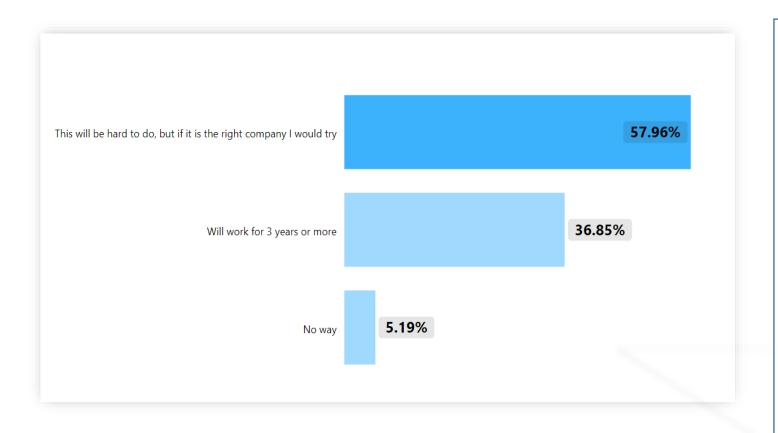
PREFFERED WORKING ENVIRONMENT

Fully Remote with Options to travel as an... — 51.37%

Every Day Office Environment — 38.78%

Fully Remote with No option to visit offices — 9.85%

INSIGHTS

- **51%** of Gen Z prefer Full remote with options to travel when needed.
- **38%** of Gen Z prefer working in office.

RECOMMENDATIONS

- Prioritize flexible **remote work**.
- Consider **a hybrid approach** for both remote and in-office options.
- Offer periodic **team-building activities** to foster a sense of connection.

THE FINAL INSIGHTS

WORKING FOR ONE EMPLOYER FOR MORE THAN 3 YEARS

This will be hard to do, but if it is the right company I would try — **57.96%**

Will work for 3 years or more — **36.85%**

No way — **5.19%**

RECOMMENDATIONS

- Establish **wellness programs** to support physical and mental well-being.
- Conduct regular **feedback sessions** to address concerns and provide support.
- Seek and consider their input in matters that affect them.
- Ensure **competitive salary structures** and benefits packages.

Thank you very much!