**Project Report: GenZ Career Aspiration with Stakeholder Insights**

Overview and Methodologies of the Project

**Objective**: Analyze the survey data to understand preferences towards career aspirations, education abroad, work preferences, and salary expectations for respondents. The primary objective of this assignment was to create a decision-making dashboard based on insights from this analysis that could be used to align company missions with employee preferences and further enhance the design of career development programs within the organizations.  
  
**Problem Statement**: The main problem discussed here was the awareness of what decides career choice including working preference, good remote work appeal, expected salary, and what one expects from the company mission. The project aimed to bring out insight which companies can align their strategy to support workforce expectations.  
  
**Scope**: The analysis was done, keeping in mind several key areas:

* Career Aspirations and Working preference for certain company missions.
* Working preference under abusive managers, remote work preference and preferred number of working hours in a day.
* Expected Salary during the first 3 years and after 5 years.
* Company mission as well as how far they follow their mission statement

**Tools & Methods**: Surveys were given for data collection. Data cleaning, analysis and visualization by:

* **Excel**-data cleaning basic analysis
* **PivotTables and Dashboards**: To present key insights
* **SQL**-data querying sorting.

Key Findings and Stakeholder Analysis

**Key Findings**:

1. Majority respondents professed strong association of their career goals with the mission statements of companies; many respondents averred that companies that have a mission for social impact are preferred.
2. The majority respondent confessed to despising working with managers who use abusive behaviours as they considered the quality of leadership an essential requirement.
3. Majority respondents loved working remotely, flexible hours being considered one major determinant of job satisfaction.
4. Expectations About Salary: The expectations of respondents about salary reflect that most of the respondents would expect a 30% increase in income between them

first three years and after five years from the starting of their career.

1. Education Overseas: The significance of overseas education was significant

reason for many respondents, since most of them were willing to move to other locations for better prospects in their careers.

**Stakeholder Analysis**:

1. **Survey Participants**: Responses proved to be informative.
2. **Company Executives**: They are the key decision makers as well as recipients of this insight. In this way, they apply and get the desired business practices aligned with the preferences of the employees.
3. **Data Analysts**: They will involve in this process of data collection, cleaning the data, and data analysis.
4. **HR Teams**: They will be involved in interpreting these findings to reshape the recruitment strategy as well as efforts toward furthering employee engagement.

# Project Outcomes and Challenges

**Deliverables:**

* A comprehensive dashboard providing visual insights into the key areas of analysis.
* Detailed reports on career aspirations, remote work preferences, and salary projections.
* A set of actionable recommendations for company mission alignment and employee engagement strategies.

**Challenges:**

1. **Data Quality Issues**: Initial data cleaning revealed inconsistencies in survey responses, such as incomplete answers or mismatched fields. These were addressed by filtering out unclean data and applying robust validation techniques.
2. **Stakeholder Communication**: There were challenges in communicating the findings effectively to non-technical stakeholders. Simplified visualizations and clearer explanations were developed to resolve this.
3. **Resource Constraints**: The project faced time constraints, limiting the depth of some analyses. Prioritization of key insights ensured that the project stayed on track.

# Lessons Learned and Recommendations

**Lessons Learned:**

**Visualization Matters:** The importance of using easy-to-understand visualizations cannot be overstated, especially when presenting data to non-technical audiences.

**Collaboration and Clarity**: Early communication with stakeholders to clarify goals helped streamline the process and reduced the need for rework

**Recommendations:**

* **Data Quality Improvement**: Future projects should ensure better data validation techniques during collection to minimize cleanup time.
* **Stakeholder Involvement:** More frequent check-ins with stakeholders throughout the project would ensure that deliverables consistently meet their expectations.

# Five "Wow" Insights

**Abusive Management Intolerance**: There was a near-unanimous rejection of working under abusive managers, showing that leadership quality is a critical factor for job acceptance.

**Remote Work:** The vast majority expressed a preference for remote work

**Unexpected Salary Expectations**: A striking 30% salary increase after the first 3 years of employment was a common expectation, far higher than industry norms.

**Reluctance for Long Hours**: Over 60% of respondents preferred a daily work schedule of fewer than 8 hours, showing a shift in work-life balance priorities.

**Social Impact:** A significant portion of respondents preferred companies with strong social impact initiatives, even over higher salaries.