

# KultureHire Data Analytics Internship

“

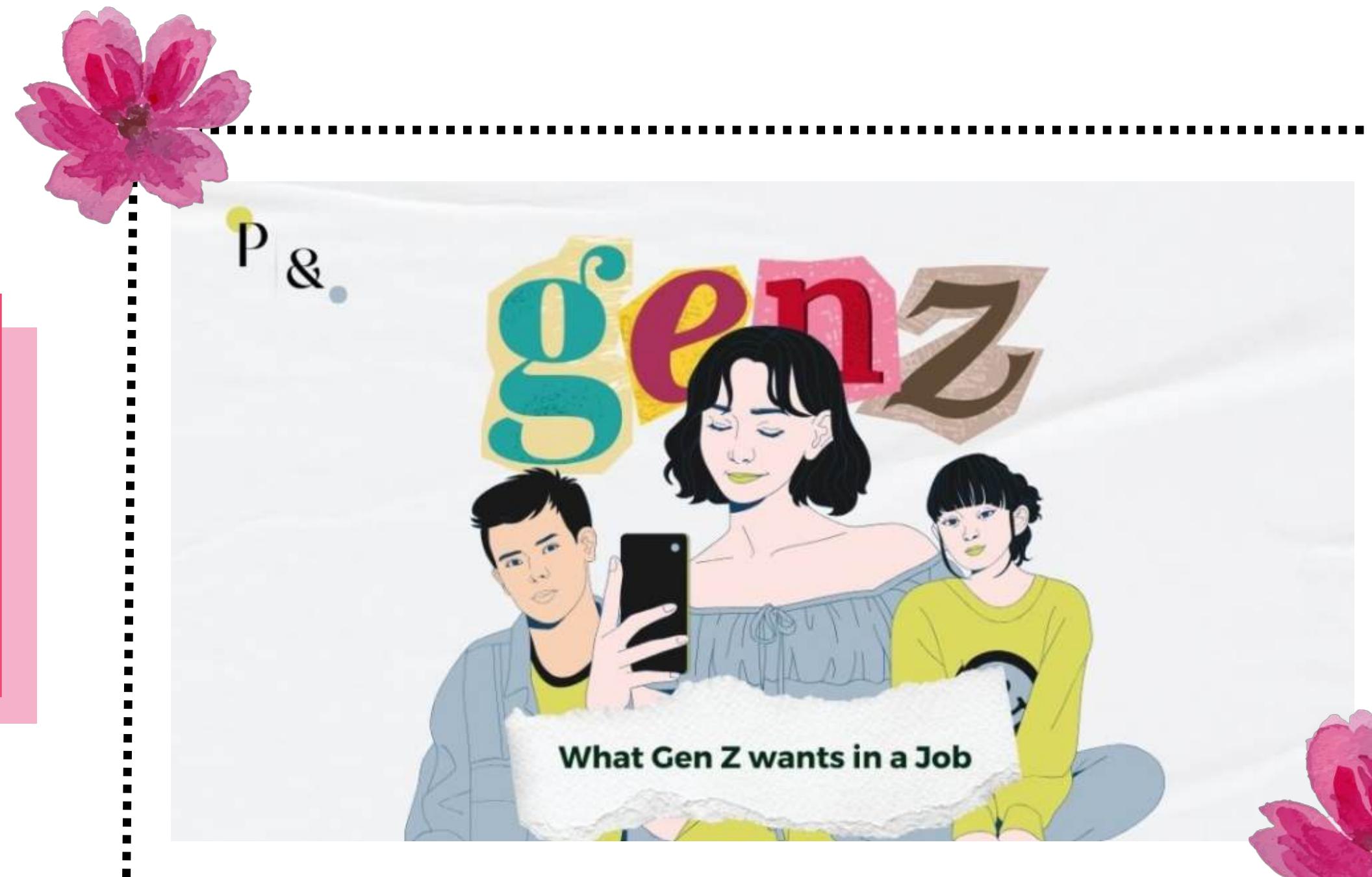
***Understanding the Aspirations of Gen Z***

”

Dipra Gupta

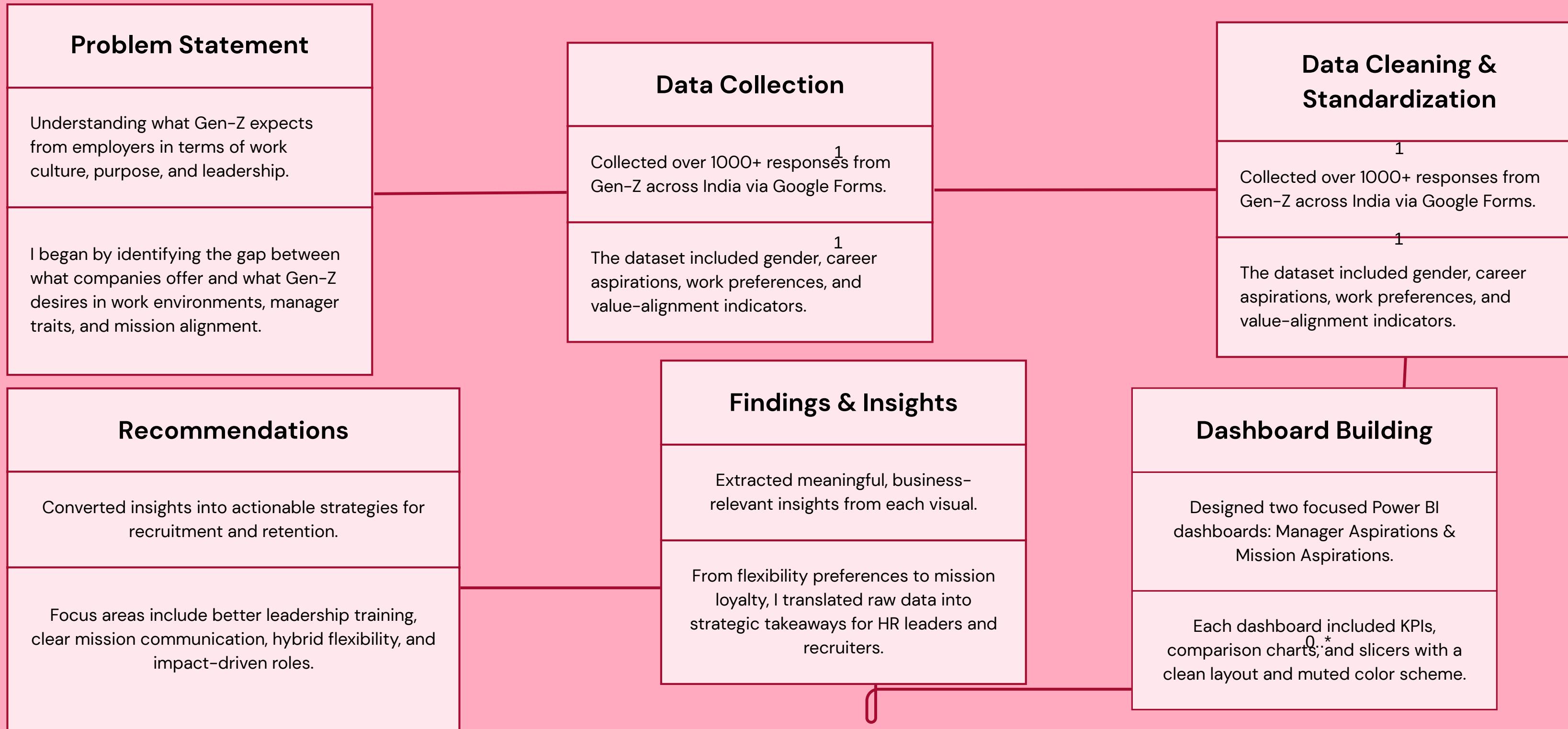
AUGUST 2025

BUSINESS AND DATA ANALYSIS | GEN AI-AUGMENTED



# Project Journey

## From Data to Insights





## Stage 1: Excel Dashboards

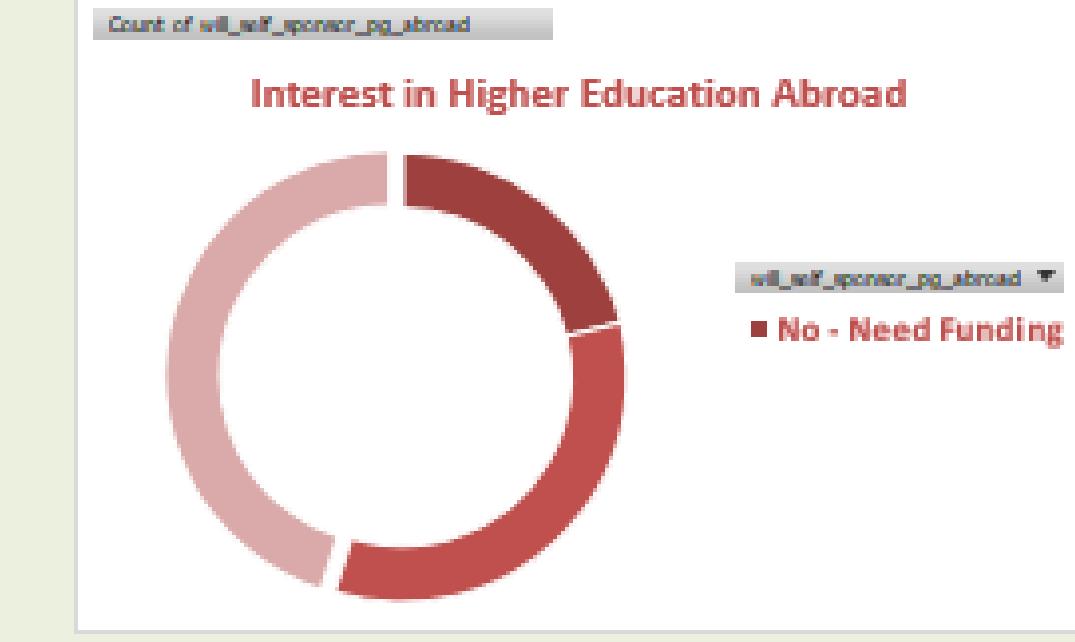
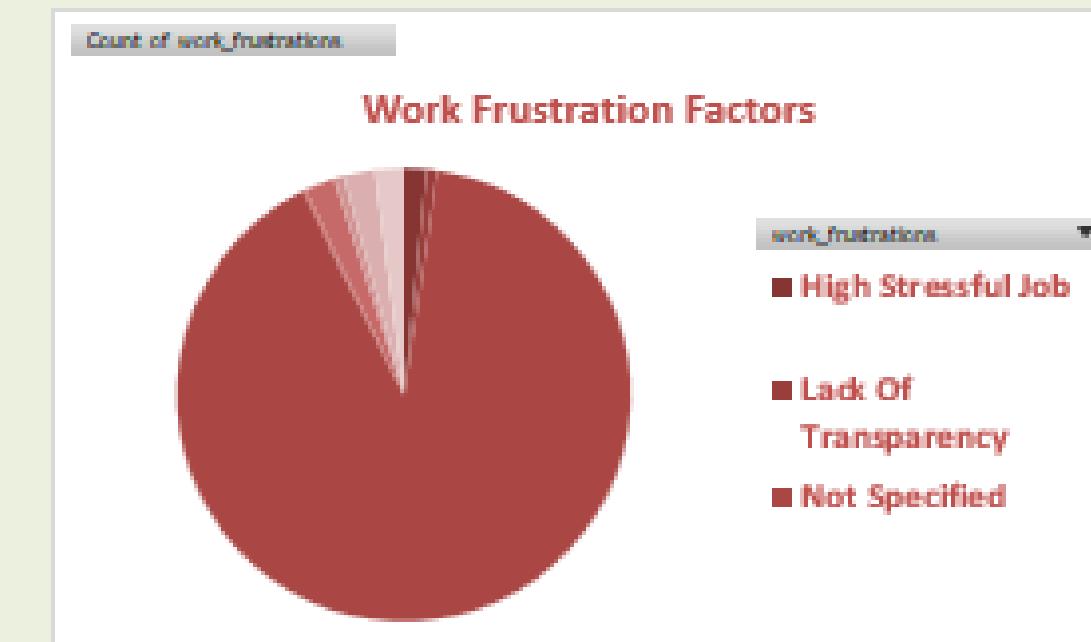
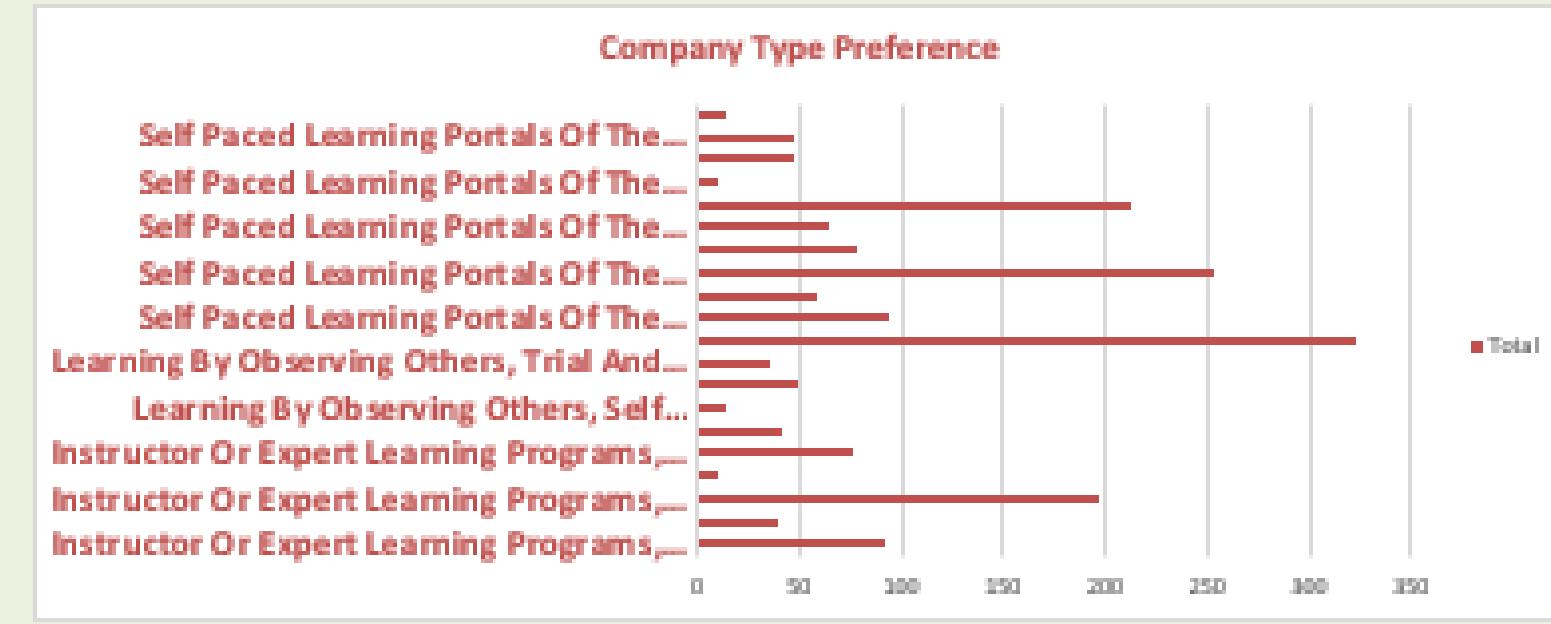
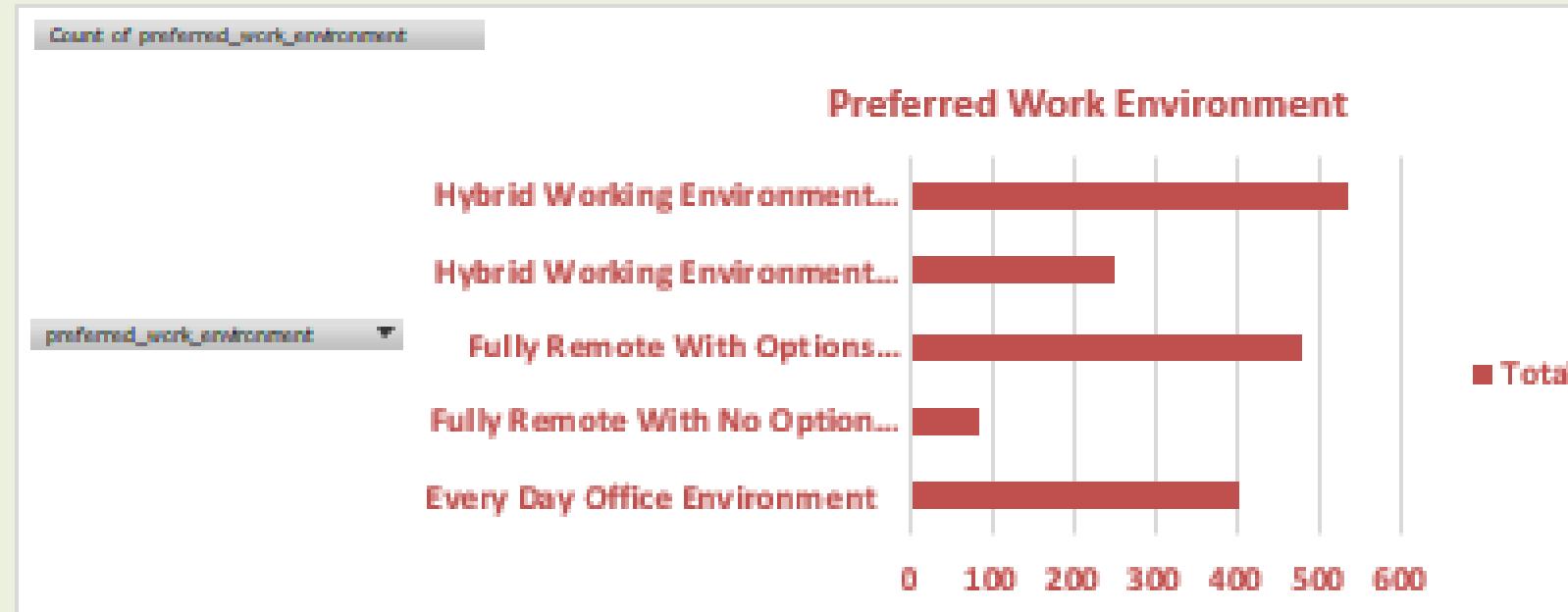
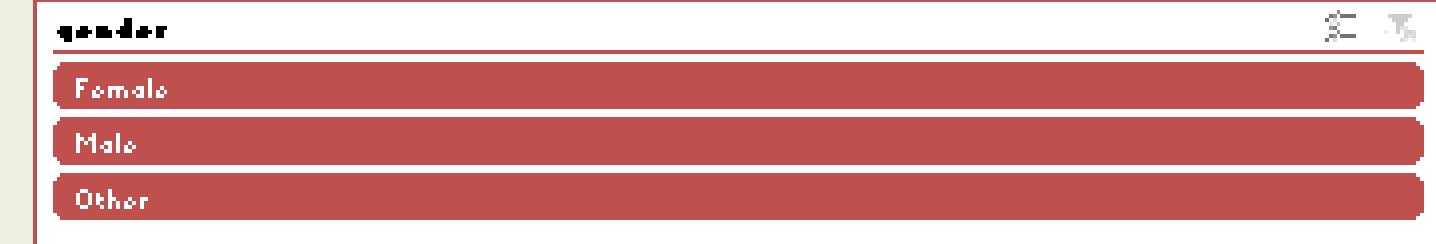
**The Gen-Z Career & Learning Patterns**  
Exploratory visuals built in Excel to understand Gen Z career and learning patterns before Power BI analysis.



# Empowering Gen-Z: Career Aspirations Dashboard

**Total Participants**  
**1764**

**Unique Pin Codes**  
**1065**





## Stage 2: Problem Statement

# The Gen-Z Employer Disconnect – Understanding the Problem

A Data-Driven Inquiry into What Today's Workforce Truly Values



# Business Problem Statement

As Generation Z (born 1997–2012) enters the workforce, a disconnect has emerged between what they seek in jobs and what employers are offering. Gen Z feels ignored or overlooked in the hiring process, often missing out on their ideal roles. At the same time, employers face challenges in both attracting and retaining Gen Z talent. High turnover rates, mismatched expectations, and engagement issues plague companies trying to modernize their work culture.

Understanding what Gen Z values in a job—beyond compensation—and aligning that with employer offerings is critical for sustainable workforce development. This paper uses the 5W1H framework to explore the issue from both Gen Z and employer perspectives, aiming to identify mismatches and propose solutions.

## What is the problem?

- Gen Z isn't landing the jobs they aspire to.
- Employers struggle to attract and retain Gen Z employees.
- Gen Z Perspective: They seek meaningful, flexible, and well-paying jobs but feel misunderstood or dismissed in the job market.
- Employer Perspective: They view Gen Z as high-maintenance or difficult to manage, citing unrealistic expectations and a lack of loyalty.

## Why is this happening?

- Gen Z prioritizes flexibility, purpose, and mental health.
- Employers often operate with outdated structures and limited cultural adaptability.
- Example:<sup>\*</sup> Several students I advised rejected job offers due to the absence of remote work or a lack of alignment with sustainability values, even when the salary was competitive.

## Who is involved?

- Gen Z (students, job seekers, early professionals)
- Employers (recruiters, HR teams, managers)
- Educational institutions (career counselors, curriculum designers)
- Example: A recruiter once shared that Gen Z applicants often appeared disinterested or too casual in interviews—a clash of communication styles rather than intent.

## Where is the issue most visible?

- Urban job markets (e.g., New York, LA, Chicago)
- Competitive industries like tech, marketing, and design
- Example: Reddit threads on "r/jobs" often show Gen Z workers frustrated by ghosting or misleading job posts.

## When does the gap appear?

- During hiring: resumes overlooked, cultural fit issues
- After onboarding: unmet expectations, rapid disengagement
- Example: A peer quit within three months because the "flexible work culture" turned out to be rigid and overbearing.

## How is it being addressed (or not)?

- Some employers are piloting flexible work policies, wellness benefits, and purpose-driven programs.
- Many still resist cultural shifts, leading to continued attrition.
- Example: Companies that adopt mentorship programs and value-driven branding tend to retain Gen Z talent more effectively.

# Organizing the Findings

## What Gen Z Wants:

Priority	Description
Flexibility	Remote/hybrid work, non-traditional hours
Purpose	Social impact, sustainability, ethics
Mental Health	Wellness support, therapy coverage
Career Growth	Rapid advancement, clear learning paths
Communication	Open feedback, transparency
Compensation	Fair pay, meaningful perks

## Employer Pain Points:

Challenge	Description
Retention	High turnover, job-hopping
Communication Gaps	Misunderstood expectations
Skills Mismatch	Theory-heavy degrees vs practical skills
Ghosting	No-shows in interviews or early quitting
Culture Resistance	Inflexibility to modern work culture

## Mismatches Identified:

Gen Z Expectation	Employer Reality
Remote work	Office-first policies
Purpose-driven work	Profit-first mindset
Fast growth	Slow or unclear promotion tracks
Mental health support	Hustle culture
Transparent leadership	Hierarchical communication

## Next Steps & Recommendations:

1. Redesign job descriptions to highlight flexibility, growth, and impact.
2. Offer Gen Z-specific onboarding and mentorship programs.
3. Monitor social platforms to better understand Gen Z sentiment.
4. Trial hybrid roles and gather feedback directly from Gen Z employees.
5. Cultivate a value-driven, feedback-oriented company culture.



# Personal Reflection: My Thoughts on the Gen-Z Shift

As a Gen-Z student stepping into the professional world, this project felt less like data analysis and more like self-reflection. I didn't just observe the disconnect between employers and Gen-Z — I've felt it. Our generation was shaped by lockdown classrooms, climate headlines, and job markets where degrees don't guarantee meaning. From the references I explored, it became clear: we aren't lazy or entitled — we are purpose-driven, cautious, and value-conscious. We don't chase job titles for prestige; we look for roles that align with identity. And when workplaces feel outdated, inflexible, or inauthentic, we disengage — not because we're difficult, but because we refuse to shrink ourselves to fit in.

The BBC's coverage on Gen-Z burnout and McKinsey's insights on value alignment only reinforced what I see around me — friends switching jobs in 6 months, peers anxious about leadership that doesn't listen, and students quietly hoping their future companies will care about more than performance reviews.

This project mattered to me because it gave shape to a conversation many of us haven't yet articulated. Through charts, dashboards, and patterns, I decoded something deeply human: Gen-Z isn't hard to manage — we just want to be understood.

## Conclusion

The Gen Z workforce is here to stay, and their expectations aren't just trends—they are reshaping the very definition of work. By using data, listening actively, and modernizing workplace structures, employers can unlock the full potential of this generation. This research, rooted in both experience and data, aims to serve as a roadmap for aligning values across the talent ecosystem.

***“Understanding this disconnect is not just a workforce issue — it’s a business survival imperative.”***



## Stage 3: Data Collection

**From Noise to Clarity — Data Cleaning**  
Making Gen-Z voices measurable through methodical data prep.



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



DIPRA GUPTA • Following

Business & Data Analyst | GenAI-Augmented MSc Economics, University of Calcutta'25 ...

2d • Edited •

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: Standardizing and Cleaning in SQL

**Standardizing & Cleaning in SQL**  
Enhancing structure, consistency, and accuracy through query-based cleaning



1. How many Male have responded to the survey from India ?
2. How many Female have responded to the survey from India ?
3. How many of the Gen-Z are influenced by their parents in regards to their career choices from India ?
4. How many of the Female Gen-Z are influenced by their parents in regards to their career choices from India ?
5. How many of the Male Gen-Z are influenced by their parents in regards to their career choices from India ?
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 ?
7. How many Gen-Z are influenced by Media and Influencers together from India ?
8. How many Gen-Z are influenced by Social Media and Influencers together, display for Male and Female seperately from India ?
9. How many of the Gen-Z who are influenced by the social media for their career aspiration are looking to go abroad ?
10. How many of the Gen-Z who are influenced by "people in their circle" for career aspiration are looking to go abroad?

```
SELECT COUNT(*) AS Male_Respondents  
FROM career_responses  
WHERE LOWER(gender) = 'male'  
AND LOWER(current_country) = 'india';
```

```
SELECT COUNT(*) AS Female_Influenced_By_Parents  
FROM career_responses  
WHERE LOWER(gender) = 'female'  
AND LOWER(career_influence_factor) LIKE '%parent%'  
AND LOWER(current_country) = 'india';
```

```
SELECT COUNT(*) AS Media_And_Influencers  
FROM career_responses  
WHERE LOWER(career_influence_factor) LIKE '%media%'  
AND LOWER(career_influence_factor) LIKE '%influencer%'  
AND LOWER(current_country) = 'india';
```

```
SELECT COUNT(*) AS Female_Respondents  
FROM career_responses  
WHERE LOWER(gender) = 'female'  
AND LOWER(current_country) = 'india';
```

```
SELECT COUNT(*) AS Male_Influenced_By_Parents  
FROM career_responses  
WHERE LOWER(gender) = 'male'  
AND LOWER(career_influence_factor) LIKE '%parent%'  
AND LOWER(current_country) = 'india';
```

```
SELECT COUNT(*) AS SocialMedia_Abroad  
FROM career_responses  
WHERE LOWER(career_influence_factor) LIKE '%social media%'  
AND LOWER(will_self_sponsor_pg_abroad) = 'yes';
```

```
SELECT COUNT(*) AS Influenced_By_Parents  
FROM career_responses  
WHERE LOWER(career_influence_factor) LIKE '%parent%'  
AND LOWER(current_country) = 'india';
```

```
SELECT gender,  
COUNT(*) AS Count_Influenced_By_Parents  
FROM career_responses  
WHERE LOWER(career_influence_factor) LIKE '%parent%'  
AND LOWER(current_country) = 'india'  
GROUP BY gender;
```

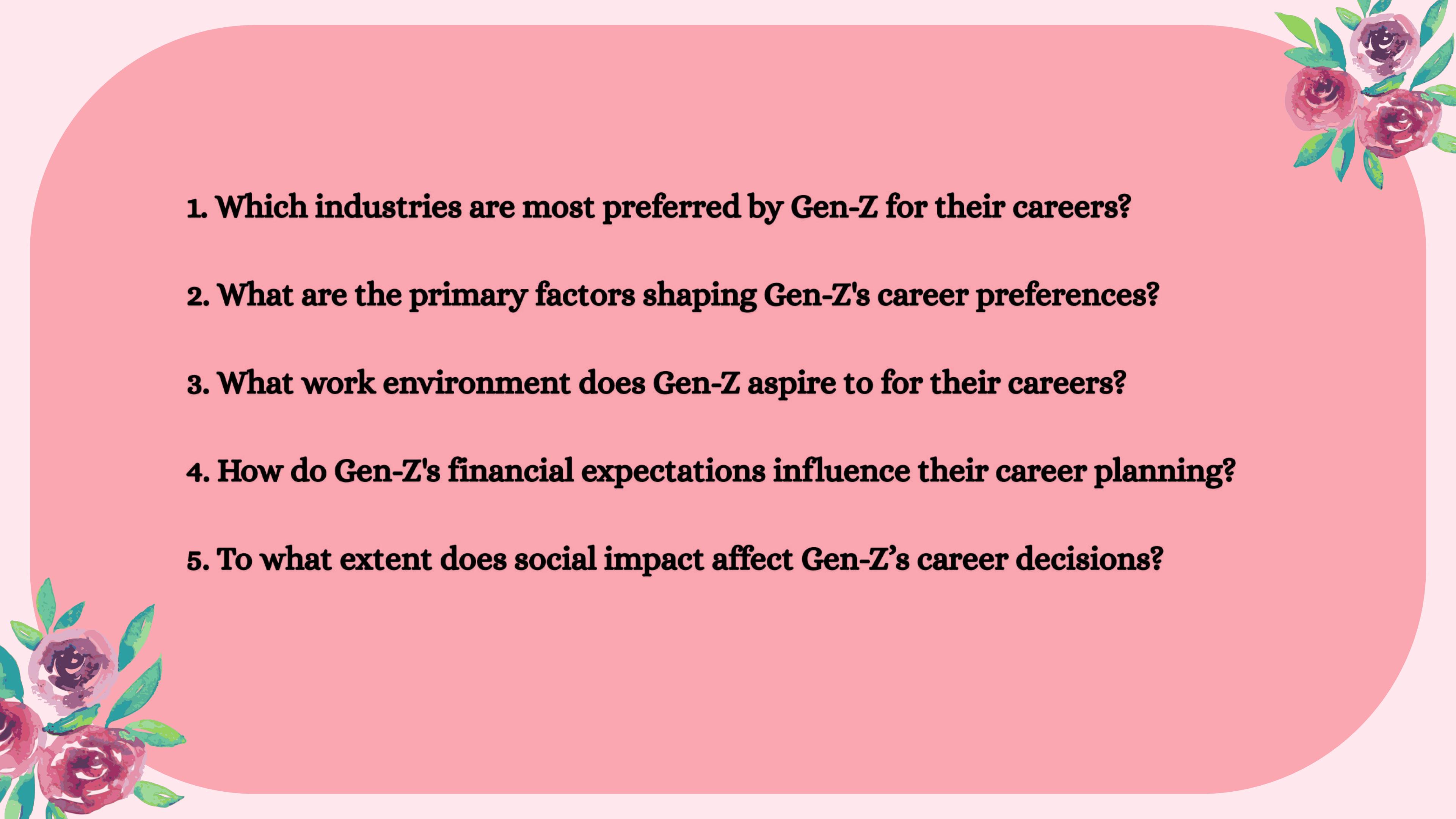
```
SELECT COUNT(*) AS Circle_Abroad  
FROM career_responses  
WHERE LOWER(career_influence_factor) LIKE '%people in their circle%'  
AND LOWER(will_self_sponsor_pg_abroad) = 'yes';
```



## Stage 5: Analyzing Data in SQL

From raw rows to insight-driven queries



- 
- 1. Which industries are most preferred by Gen-Z for their careers?**
  - 2. What are the primary factors shaping Gen-Z's career preferences?**
  - 3. What work environment does Gen-Z aspire to for their careers?**
  - 4. How do Gen-Z's financial expectations influence their career planning?**
  - 5. To what extent does social impact affect Gen-Z's career decisions?**

## 1. Which industries are most preferred by Gen-Z for their careers?

```
SELECT preferred_company_type AS Industry,  
       COUNT(*) AS Response_Count  
  FROM career_responses  
 WHERE preferred_company_type IS NOT NULL  
 GROUP BY preferred_company_type  
 ORDER BY Response_Count DESC;
```

Result Grid		Filter Rows:	Export:
	Industry	Response_Count	
▶	Not Specified	1587	
	Mid Size Companies (251 To 1000 Employees)	57	
	Corporations (3000+ Employees)	38	
	Startups (51 To 250 Employees)	32	
	Large Companies (1001 To 3000 Employees)	23	
	Startups (Less Than 50 Employees)	19	

## 2. What are the primary factors shaping Gen-Z's career preferences?

```
SELECT career_influence_factor AS Influence_Factor,  
       COUNT(*) AS Response_Count  
  FROM career_responses  
 WHERE career_influence_factor IS NOT NULL  
 GROUP BY career_influence_factor  
 ORDER BY Response_Count DESC;
```

Result Grid		Filter Rows:	Export:
	Influence_Factor	Response_Count	
▶	My Parents	642	
	People Who Have Changed The World For Better	384	
	Influencers Who Had Successful Careers	287	
	People From My Circle, But Not Family Members	245	
	Social Media Like LinkedIn	168	
	Social Media Like LinkedIn, YouTube, Instagram	18	
	My Friends	7	
	Movies	5	

## 3. What work environment does Gen-Z aspire to for their careers?

```
SELECT preferred_work_environment AS Work_Environment,  
       COUNT(*) AS Response_Count  
  FROM career_responses  
 WHERE preferred_work_environment IS NOT NULL  
 GROUP BY preferred_work_environment  
 ORDER BY Response_Count DESC;
```

Result Grid		Filter Rows:	Export:
	Work_Environment	Response_Count	
▶	Hybrid Working Environment With More Than 15...	535	
	Fully Remote With Options To Travel As And W...	475	
	Every Day Office Environment	406	
	Hybrid Working Environment With Less Than 3 ...	254	
	Fully Remote With No Option To Visit Offices	86	

#### 4. How do Gen-Z's financial expectations influence their career planning?

```
SELECT expected_salary_3_years AS Salary_3_Yrs,
       COUNT(*) AS Response_Count
  FROM career_responses
 WHERE expected_salary_3_years IS NOT NULL
 GROUP BY expected_salary_3_years
 ORDER BY Response_Count DESC;
```

	Salary_3_Yrs	Response_Count
▶	>50K	513
	41KTO50K	356
	31KTO40K	330
	26KTO30K	225
	21KTO25K	170
	16KTO20K	92
	11KTO15K	38
	5KTO10K	32

```
SELECT expected_salary_5_years AS Salary_5_Yrs,
       COUNT(*) AS Response_Count
  FROM career_responses
 WHERE expected_salary_5_years IS NOT NULL
 GROUP BY expected_salary_5_years
 ORDER BY Response_Count DESC;
```

	Salary_5_Yrs	Response_Count
▶	>151K	393
	91KTO110K	319
	71KTO90K	315
	111KTO130K	245
	50KTO70K	211
	131KTO150K	197
	30KTO50K	76

#### 5. To what extent does social impact affect Gen-Z's career decisions?

```
SELECT work_without_social_impact AS Works_Without_Social_Impact,
       COUNT(*) AS Response_Count
  FROM career_responses
 GROUP BY work_without_social_impact;
```

	Works_Without_Social_Impact	Response_Count
▶	6	191
	1	215
	5	379
	8	164
	7	213
	4	139
	10	125
	9	63
	3	162
	2	105



## Stage 6: General Power BI Dashboard

**Decoding the Gen Z Mindset**  
A panoramic dashboard capturing Gen Z's career goals, work preferences, and learning ambitions.



Country

All

Total Responses

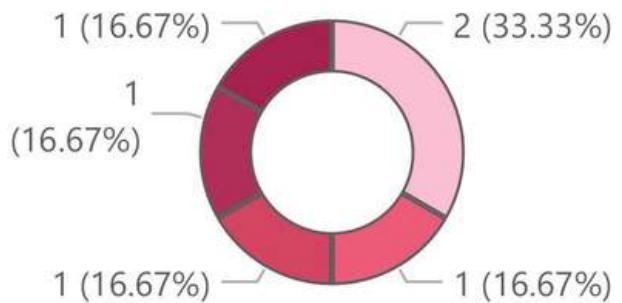
**1062**

Pin Code

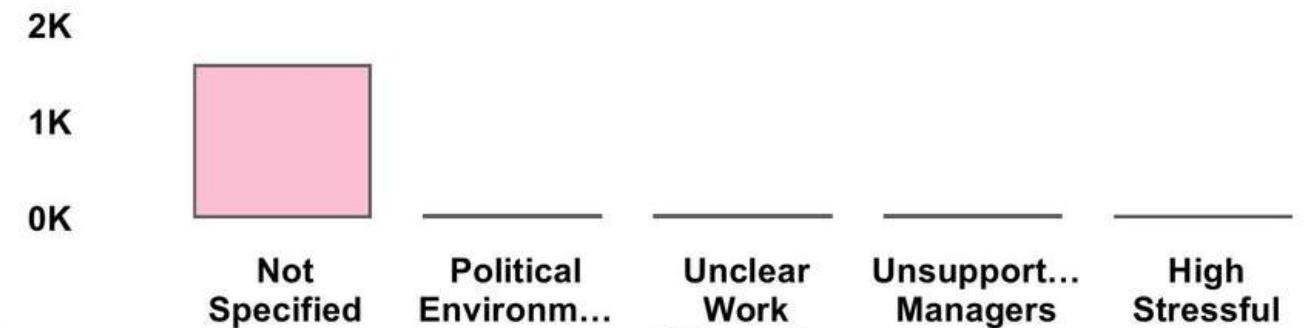
All

# Career Aspirations of Gen Z

## Preferred Work Setup of Gen-Z



## Top Work Frustrations



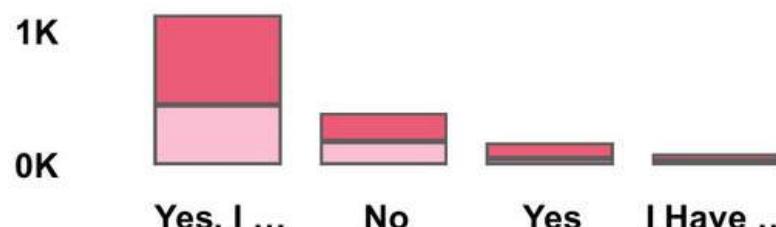
## Gender

Female

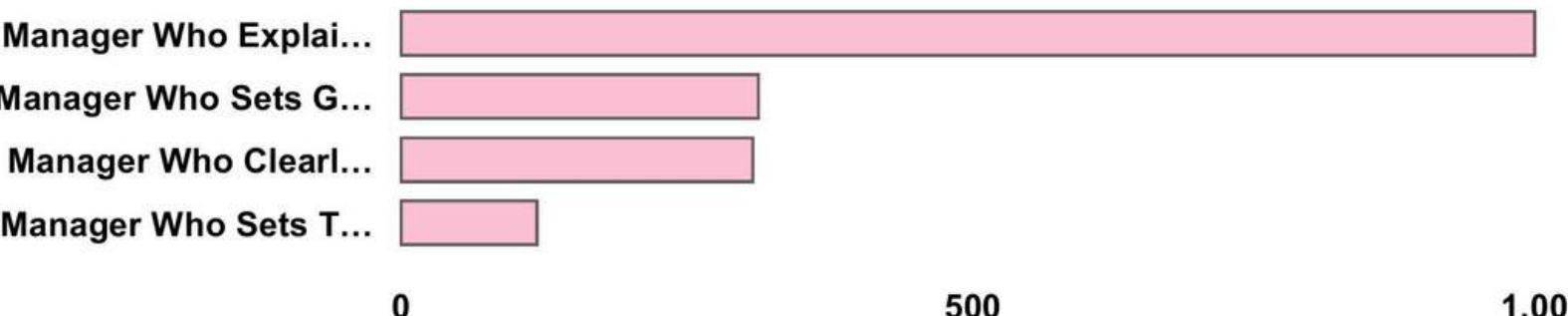
Male

Other

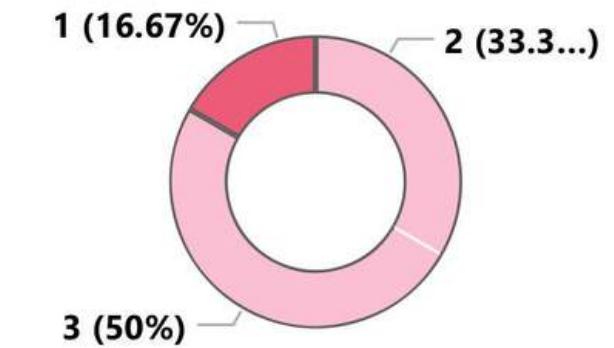
## Will Work in Company with Layoffs



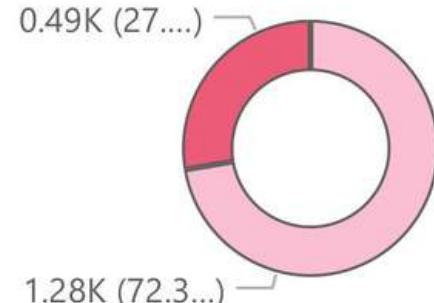
## Ideal Manager Type



## Work with Misaligned Mission?



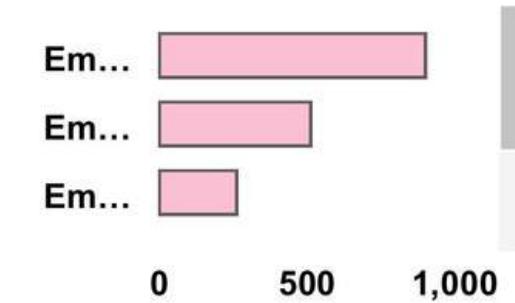
## Work Without Clear Mission?



## Expected Salary Growth (3 vs 5 Years)



## Count of email by preferred\_employers



## Insights & Takeaways: Career Aspirations of Gen Z

- Hybrid work and flexibility dominate Gen-Z's preferred work setup.
- A majority of Gen-Z are open to joining companies with a history of layoffs.
- Managerial style and mission alignment heavily influence employer preference.



## Stage 7: Focus Area Driven Power BI Dashboard

**What Gen Z Wants — Up Close**  
Deep-dives into Gen Z's expectations from managers and mission-driven workplaces.



# Manager Aspirations of Gen Z

**Participants**

**2K**

**Pin Code**

**1.066K**

**Male**

**1062**

**Female**

**701**

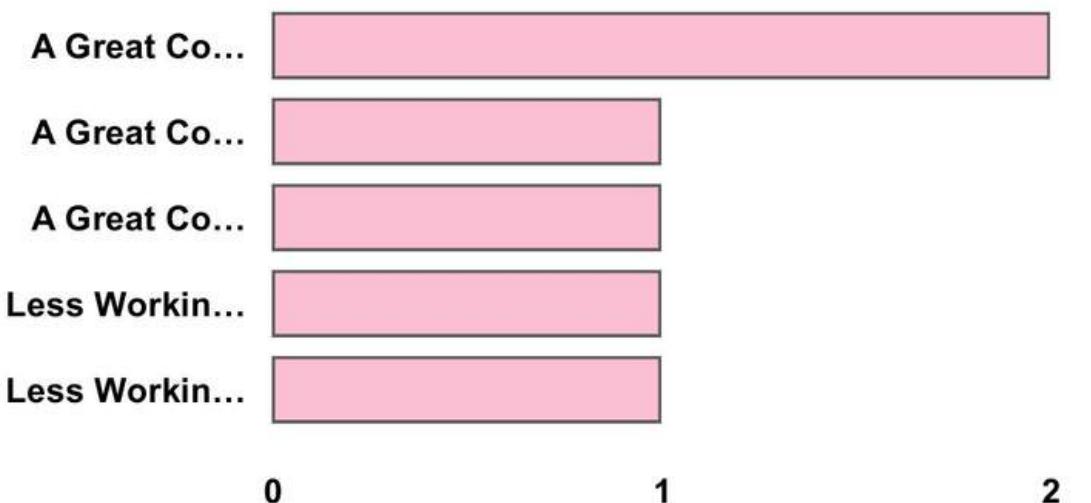
**Gender**

Female

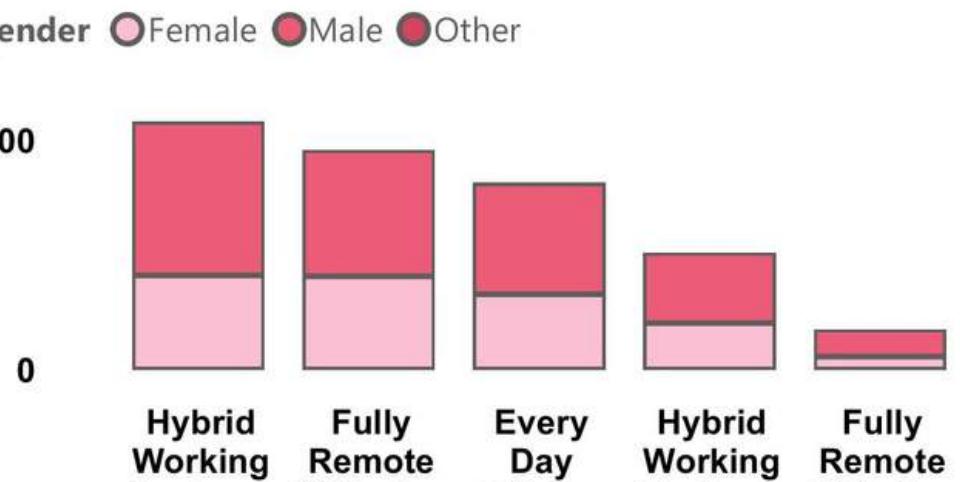
Male

Other

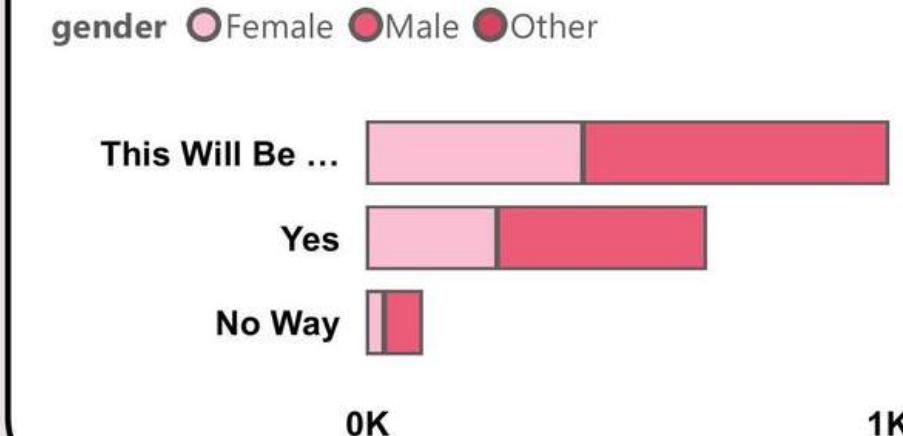
**What makes Gen-Z happy at work?**



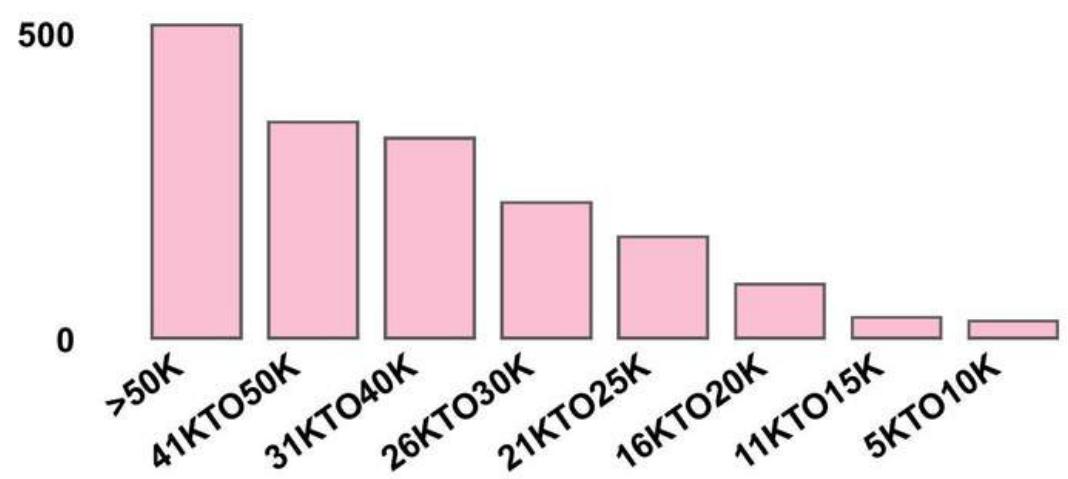
**Shows Gen-Z's preferred setup: Remote, Hybrid, Office**



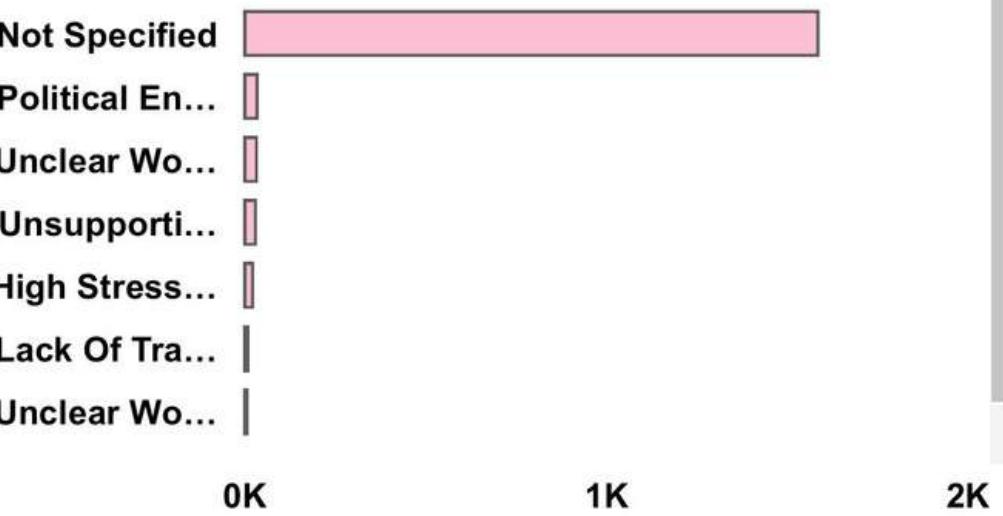
**Loyalty based on company fit**



**Gen-Z's salary expectations by band**



**Key pain points Gen-Z faces**



**Insights & Takeaways: Manager Aspirations of Gen Z**

- Flexibility is king:** Most Gen-Z professionals strongly prefer hybrid work arrangements, with limited mandatory office days.
- Purpose fuels productivity:** Passion-driven roles and supportive managers are top satisfaction drivers for Gen-Z.
- Toxic leadership is a deal-breaker:** Unclear expectations, unsupportive managers, and political environments are key frustrations.
- Loyalty is conditional:** Gen-Z will commit long-term only when the company's values, growth paths, and mission align with their own.
- Transparency matters:** Clear communication, defined goals, and fair management practices greatly improve retention.
- Money talks:** A significant portion expects ₹30K-₹50K monthly salary after 3 years — with a large share targeting even more.

# Mission Aspirations of Gen Z

Participants

**2K**

Pin Code

**1.066K**

Male

**1062**

Female

**701**

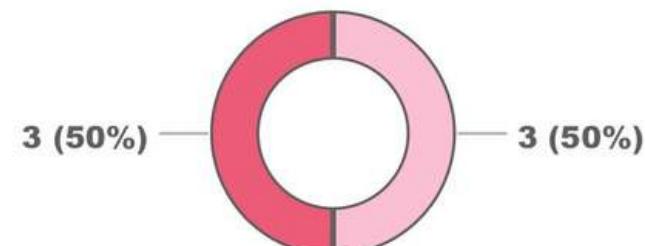
Gender

Female

Male

Other

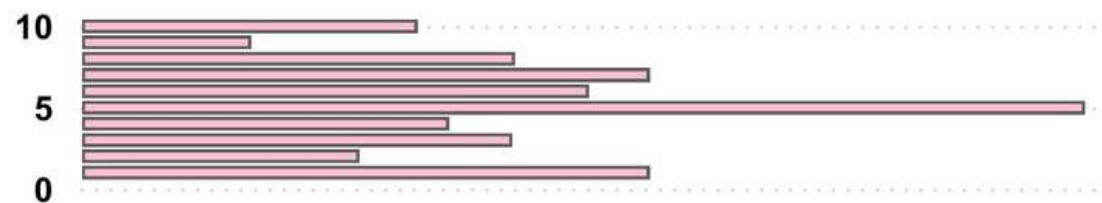
What makes Gen-Z happy at work?



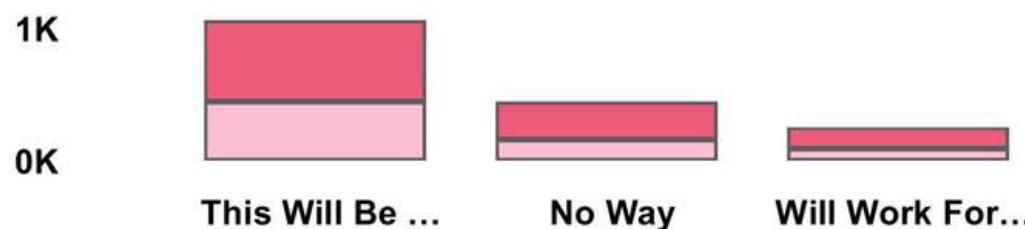
What Drives Workplace Happiness for Gen Z



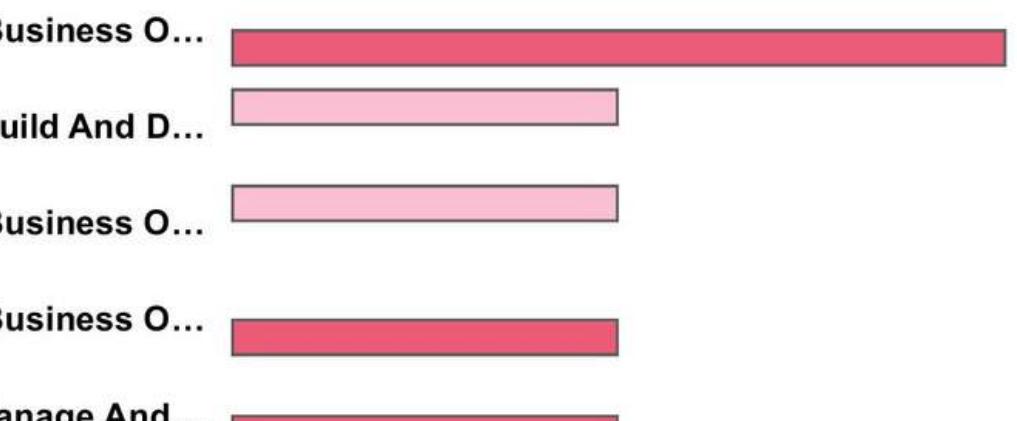
Willingness to Work for Low Social Impact Companies



Will Gen Z Stay Long-Term with Value-Aligned Employers



Top 5 Careers Gen Z are Aiming For



Insights & Takeaways: Manager Aspirations of Gen Z

- Purpose-driven work is a priority** — most Gen-Z professionals avoid companies without a clear or impactful mission.
- Value alignment drives retention** — they are more likely to stay long-term with employers whose values match their own.
- Social impact matters** — roles with tangible contribution to society strongly influence Gen-Z's career choices.
- Authenticity builds trust** — transparent missions and meaningful actions make companies more attractive to this generation.

**33.2%**  
Prefer Hybrid

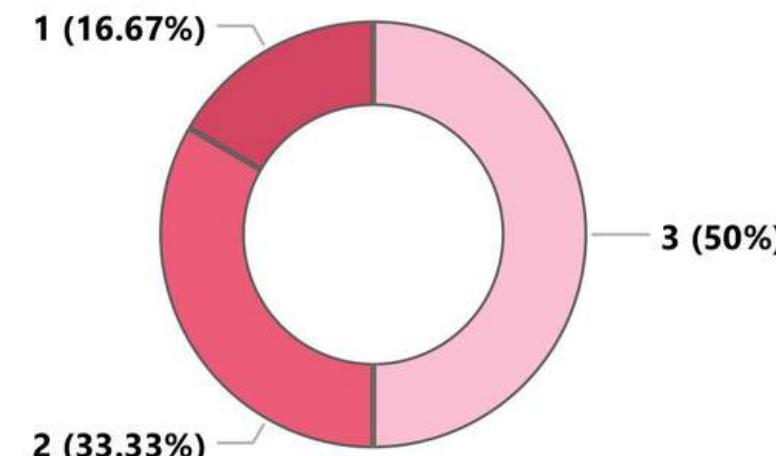
**42.5%**  
Prefer Remote

**24.3%**  
Prefer On-site

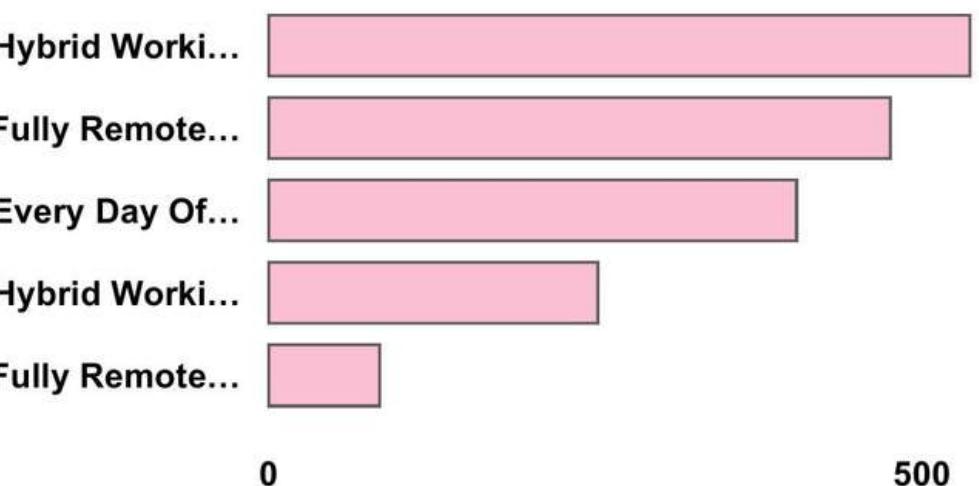
## Learning Aspirations of Gen Z



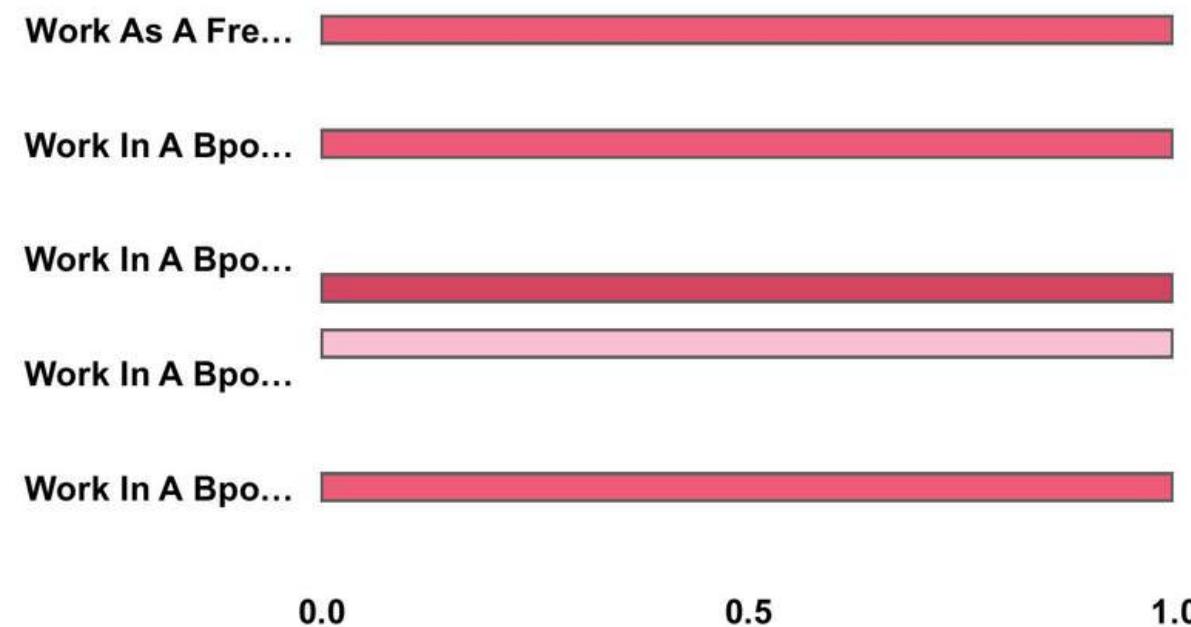
### Preferred Work Environment of Gen Z



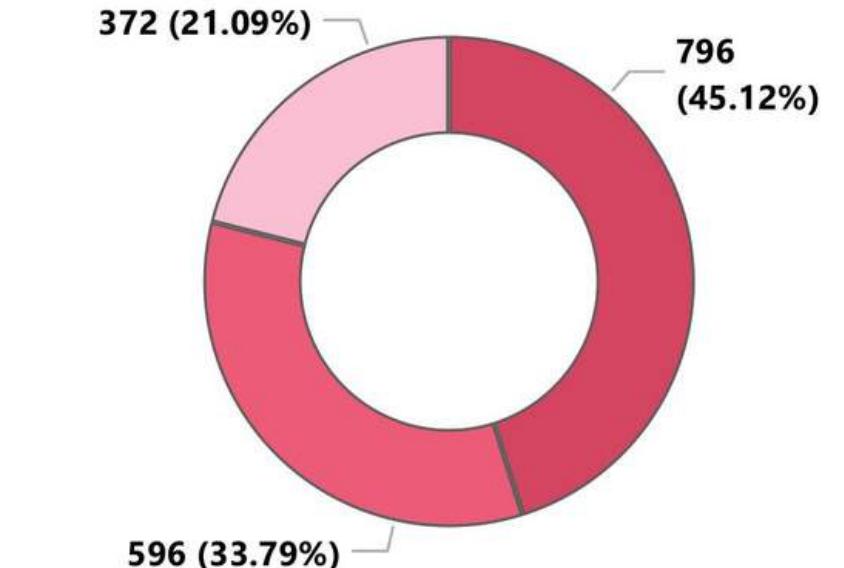
### Gen Z Work Setup Preferences



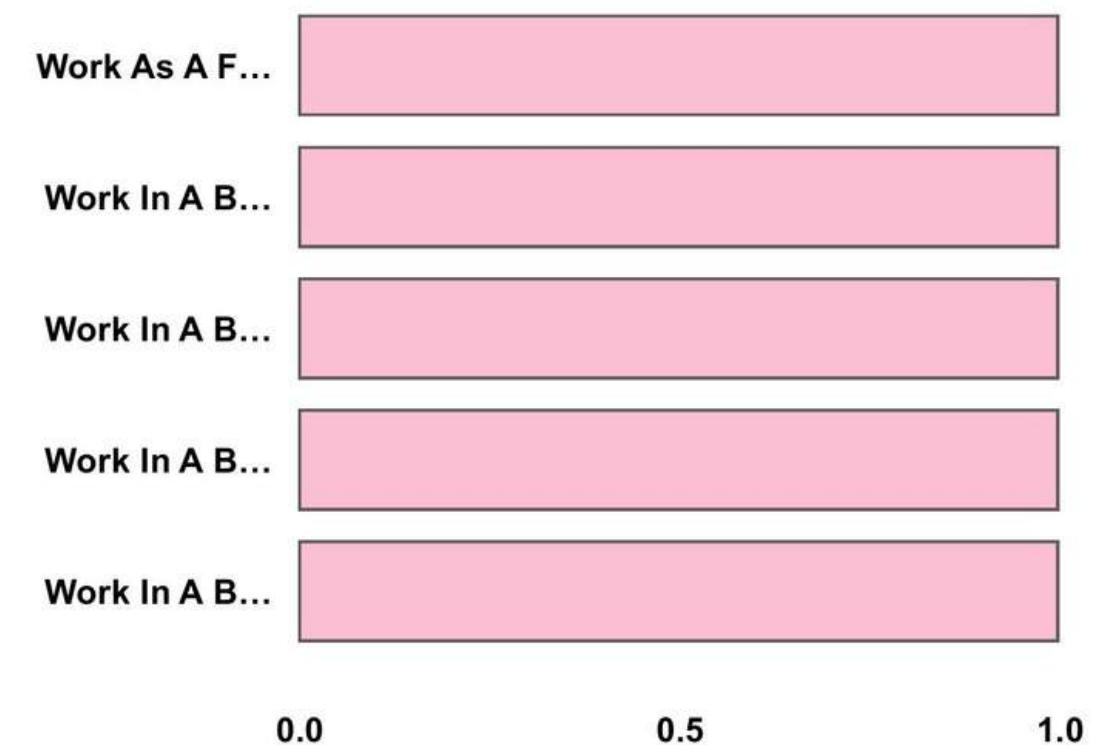
### Top 5 Career Choices (Study Abroad Aspirants)



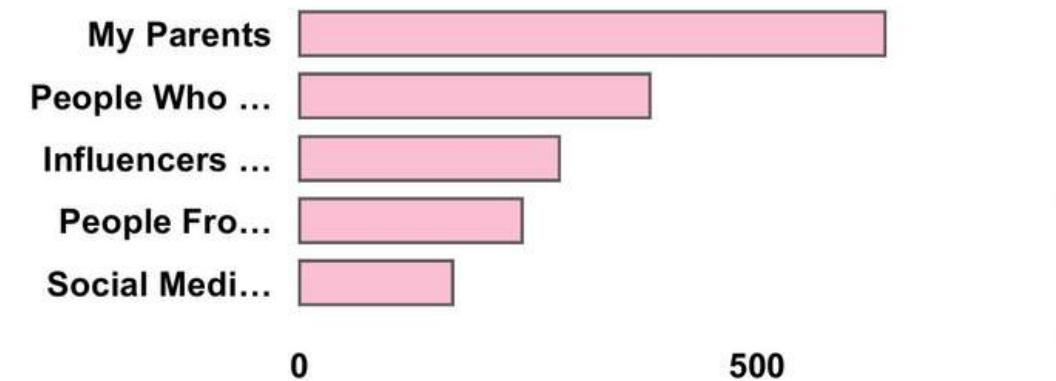
### Willing to Self-Sponsor PG Education Abroad



### Top 5 Career Choices Among Gen Z

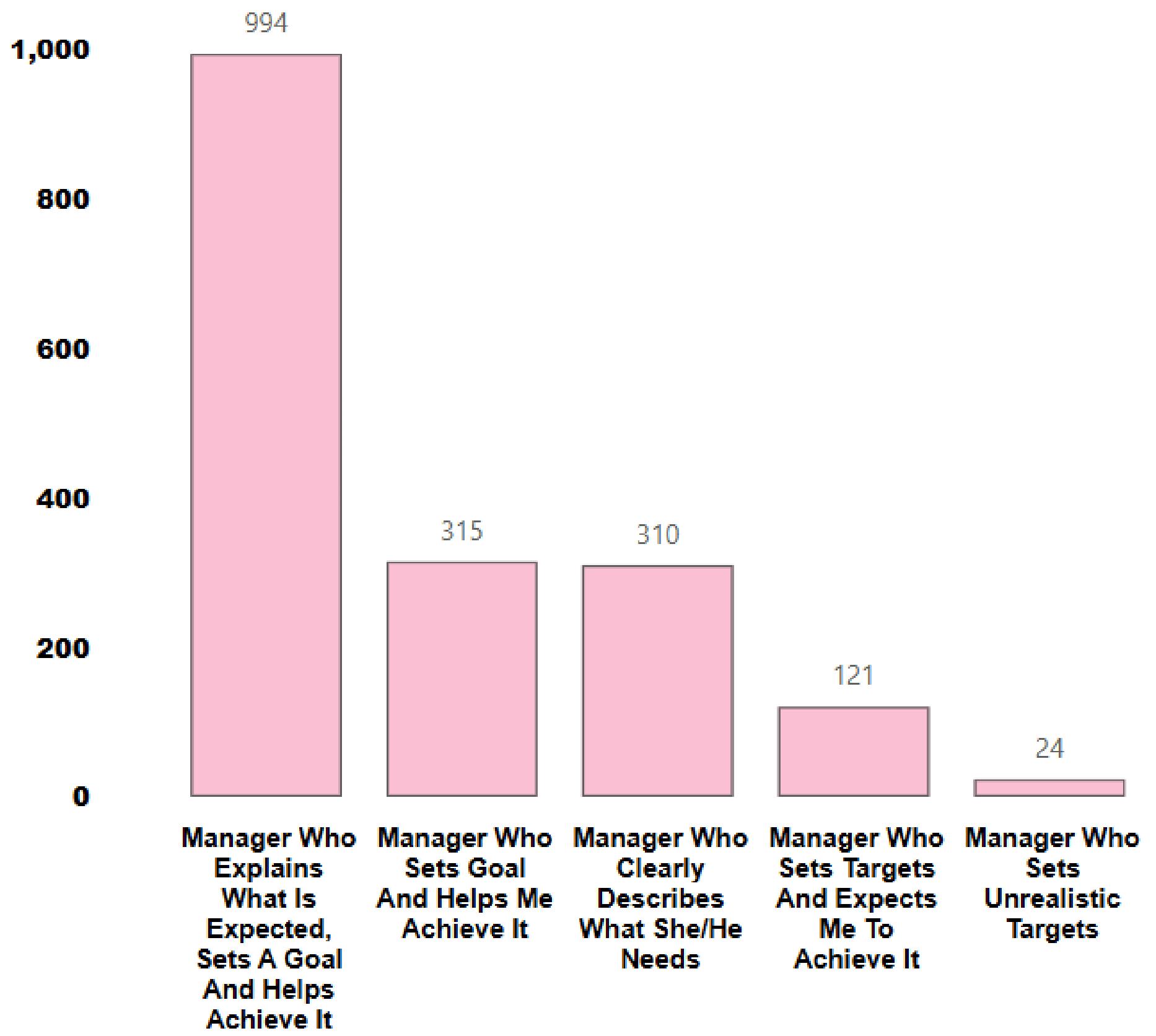


### Career Influence Factors



# Insights

*Gen Z wants to work for managers who offers*



## **Problem Statement:**

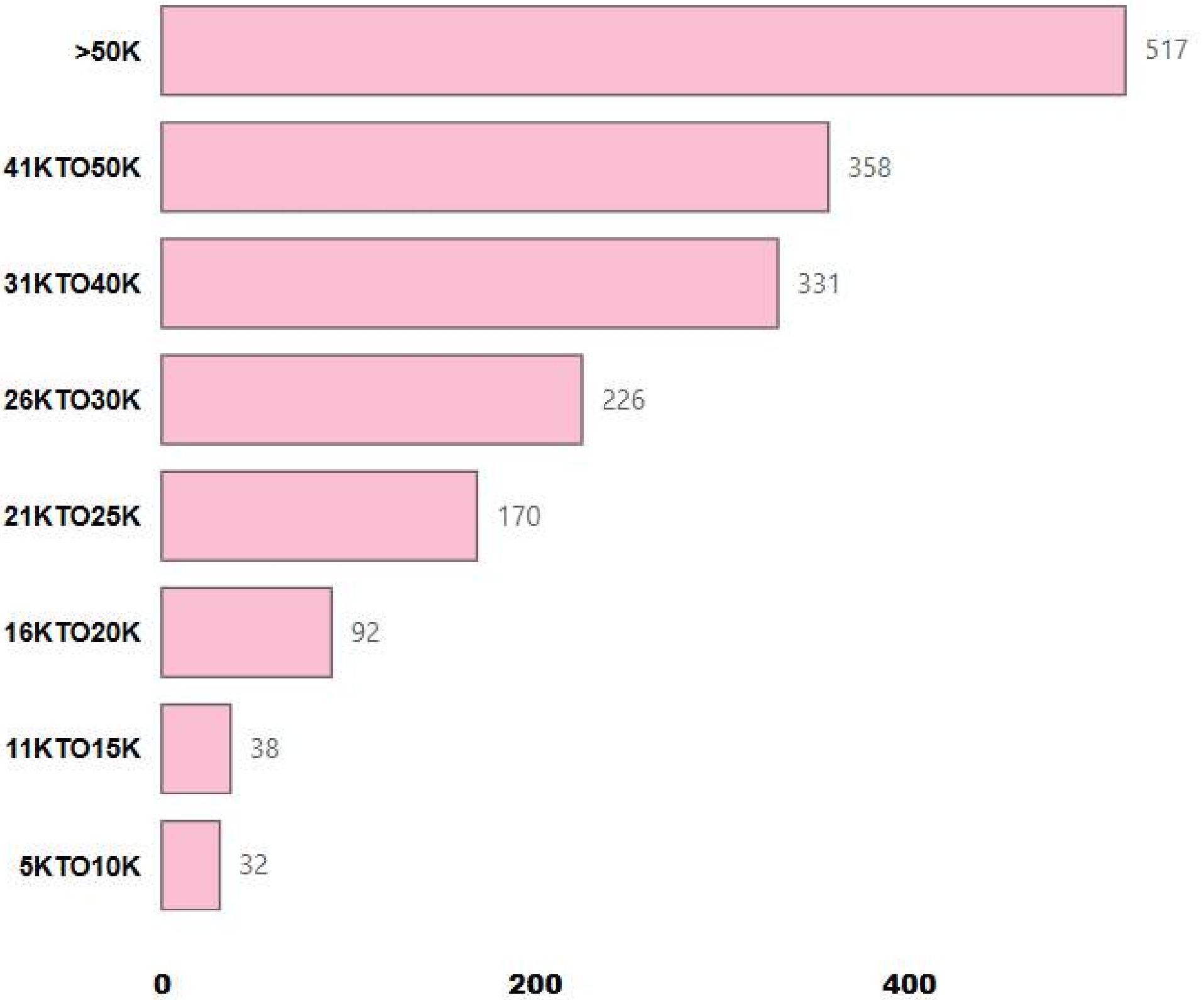
### **WEAK LEADERSHIP STYLES**

## **Recommendations:**

- Promote empathetic leadership
- Introduce clarity-driven manager training
- Align management with mentorship-based culture

## Insights

*Salary Expectation for 3-year experience*



## Problem Statement:

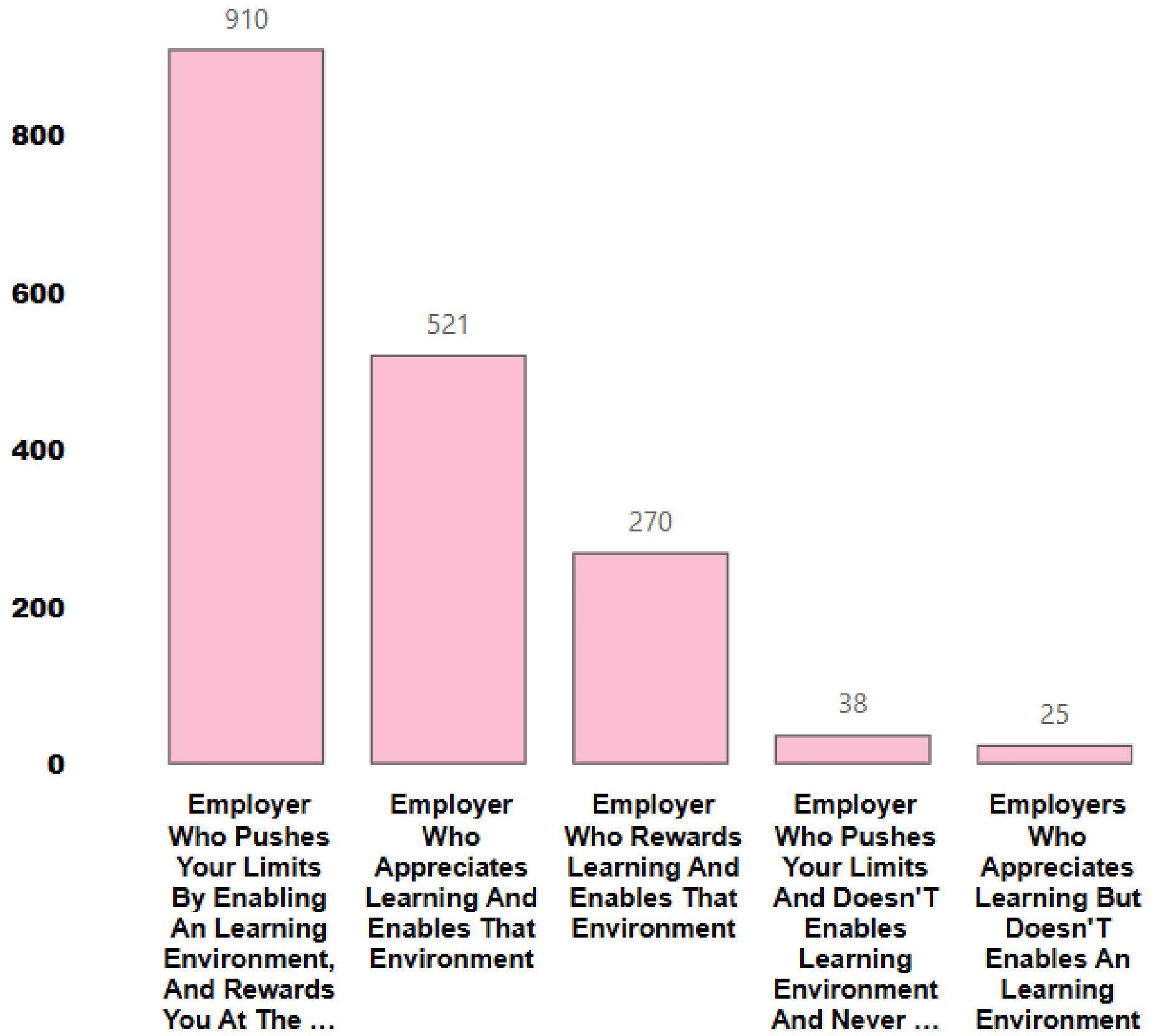
# SALARY EXPECTATION GAP

## Recommendations:

- Align pay with role progression
- Offer clear salary growth paths
- Conduct realistic expectation discussions

# Insights

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



## Problem Statement:

### REPUTATIONAL MISMATCH

## Recommendations:

- Strengthen presence on Glassdoor & AmbitionBox
- Share authentic employee stories
- Monitor and respond to public feedback regularly



# Thank You!



Let's Connect

 <https://www.linkedin.com/in/dipra-gupta-12b2b0374>