**Project Title: Career Aspiration of Gen Z**

**Project Summary:** The so-called Generation Z will soon overtake Millennials (Generation Y) as the largest and most a number generation on planet Earth, with over a third of the global population identifying as Gen Zers. As Gen Zers prepare to enter the global stage, the consequences will be immediate and deep, with repercussions in job roles, commercial consumption, science and technology, politics, and society. Unlike Generation Y, this generation of people has a completely different outlook on employment and how they measure achievement throughout life and the workplace.

To become more familiar with the issues faced by this growing workforce and their consequences on companies and the workplace this project aims on such related problems.

As we learn about the interests and behaviors of our newest workforce members, we must also consider how "work" is changing and evolving. The new realities created by these engines of change raise complex challenges, such as the ethics of human-machine partnership, how to prepare for 50–60-year professions, and the way we liberate companies over an endless variety of talent sources.

**Data Source:** The dataset obtained from Kaggle which revolves around the career aspirations of Gen-Z and has about 2634 rows and 15 fields of information collected as a form of a Survey, primarily from India and few other countries as well.

The brief description of data:

**(1) Your Current Country**

Contain information of the country

**(2) Your Current Zio Code/Pin Code.**

Pin code of the respondent.

**(3) Your Gender.**

Gender as "Male" and "Female".

**(4) Which of the below factors influence the most about your career aspirations.**

Information on various influentials factors which more likely to shape career of Gen Z

It is categorical data with 4 categories.

(1) My Parents -- Parents

(2) Influencers who had successful careers -- Influencers

(3) People who have changed the world for the better

(4) social media like LinkedIn

(5) People from my circle, but not family members

**(5) Would you definitely pursue a Higher Education / Post Graduation outside of India? If only you have to self-sponsor it:**

This contains categorical data such as below:

(1) Yes, I will earn and do that.

(2) No, I would not be pursuing Higher Education outside of India.

(3) No, but if someone could bare the cost I will.

**(6) How likely is it that you will work for one employer for 3 years or more?**

This column contains categorical data such as follow:

(1) This will be hard to do, but if it is the right company I would try.

(2) Will work for 3 years or more.

(3) This will be hard to do, but if it is the right company I would try.

**(7) Would you work for a company whose mission is not clearly defined and publicly posted.**

It has two categorical data Yes and No.

**(8) How likely would you work for a company whose mission is misaligned with their public actions or even their product?**

This is also a categorical data with two distinct categories as follow:

(1) Will not work for them.

(2) Will work from them.

**(9) How likely would you work for a company whose mission is not bringing social impact?**

This is numerical data but can be considered as categorical data as it contains scales from 1 to 10. Where 1 is being how unlikely and 10 is most likely.

**(10) What is the most preferred working environment for you.**

It is categorical data having 6 categories as follows

(1) Everyday Office Environment.

(2) Fully Remote with No option to visit offices.

(3) Fully Remote with Options to travel as and when needed.

(4) Hybrid Working Environment with less than 10 days a month at office.

(5) Hybrid Working Environment with less than 15 days a month at office.

(6) Hybrid Working Environment with less than 3 days a month at office.

**(11) Which of the below Employers would you work with.**

This is categorical feature which has 5 categories as mentioned below:

(1) Employer who appreciates learning and enables that environment.

(2) Employer who pushes your limits and doesn't enable learning environment and never rewards you.

(3) Employer who pushes your limits by enabling a learning environment and rewards you at the end.

(4) Employer who rewards learning and enables that environment.

(5) Employers who appreciate learning but don't enable a learning environment.

**(12) Which type of learning environment that you are most likely to work in?**

It is categorical features with 4 distinct categories as follows:

(1) Instructor or Expert Learning Programs.

(2) Learning by observing others.

(3) Self-Paced Learning Portals.

(4) Trial and error by doing side projects within the company.

**(13) Which of the below careers looks close to your Aspirational job?**

This column has one of the largest categorical features as follows:

(1) Become a content Creator in some platform

(2) Build and develop a Team

(3) Business Operations in any organization

(4) Design and Creative strategy in any company

(5) Design and develop amazing software

(6) Look deeply into Data and generate insights

(7) Manage and drive End-to-End Projects or Products

(8) Teaching in any of the institutes/online or Offline

(9) Work as a freelancer and do my thing my way

(10) Work in a BPO setup for some well-known client

**(14) What type of Manager would you work without looking into your watch?**

This column wants to analyze data of Gen Z for preference of the managers and it is categorical data with 4 categories as follows:

(1) Manager who clearly describes what she/he needs.

(2) Manager who explains what is expected, sets a goal and helps achieve it.

(3) Manager who sets goal and helps me achieve it.

(4) Manager who sets targets and expects me to achieve it.

(5) Manager who sets unrealistic targets. -- unrealistic targets

**(15) Which of the following setup you would like to work?**

This specific column aim is to get information on how this generation Z works with team wants. This is categorical features as follows having the 5 categories as mentioned below:

(1) 2 to 3 people

(2) 5 to 6 people

(3) 7 to 10 people

(4) More than 10

(5) Work alone

**Data Cleaning:** As you can see that all categorical features are in long format therefore by using power query editor in Microsoft Excel, we have made it short without changing its meaning for better visualization and data labelling.

**Data visualization techniques:** After data cleaning, a set of research questions were formed to obtain the insights from the data considering the aim of the project.

We worked on this data using Microsoft Excel out of the provided data visualization tools. For analyzing the data Pivot Tables were utilized extensively and graph were used fromPivot chart.

**Findings**

**Findings from Sunny work:**

1) Almost 50% of the Gen Z wants to study aboard
2) In terms of working environment Gen Z preferred fully remote with travel option by both male and females. Their least preferred is the fully remote.
3) For Gen Z to work on companies having no social impact they are not sure about it although they are inclined towards not joining such companies.
4) Profession such as Design & thinking, Business Operation and Data driven field are three topmost field they want to pursue career and stick to it for more than 3 years.


**Findings from Gleb work:**

1) The gender of people of generation-Z in India does slightly affect the preferred number of people in the team they would like to work in: even though both males and females mainly prefer to work in small teams, with the highest preference being for group of 5 to 6 people (31.6% males, 31.37% females), the least preferred option for males and females is not the same: it's "mid-size team" (7 to 10 people) for males and "big team" (More than 10) for females.

2) There are some differences in preferences for the type of working environment between genders of people of generation-Z in India: noticeably outweighing and the most preferred option for females is "Fully Remote with Options to travel as and when needed" (28.10%), while options "Fully Remote with Options to travel as and when needed" and "Hybrid Working Environment with less than 15 days (about 2 weeks) a month at office" are equally preferred for males (26.02%)

3) The gender of people of generation-Z in India does affect the type of learning environment that people are most likely to work in: even though the most preferred learning environment for males and females are the same, second most preferred learning environment differs: it is " Self-Paced Learning Portals" for Males and "Learning by observing others" for Females.

4) The gender of people of generation-Z in India does not significantly affect the preferred type of Employer they would like to work with. Strongly outweighing and the most preferred option for both Males and Females is "Learning and Rewards".

**Findings from Emmanuel's work:**

1) Parents are the most influential factor for both the genders for deciding their career. In terms of least for the gender it is social media.

2) If right company is available then both male and female would like to work on company for more than 3 years.

**Future Works:**

As we learn about the interests and activities of our youngest workforce members, we must also consider how "jobs" are altering and transforming. The fresh opportunities created by these engines of transformation raise complex challenges, such as the ethics of human-machine cooperation, the way to prepare for 50-60 year professions, and how we liberate companies via an endless variety of talent sources.

What exactly does this mean for companies?

We believe Gen Z will be able to expect more customization as they progress through their careers. To recruit and keep the most talented and sharpest of the generation, firms must implement a new mindset.

To attract Generation Z, organizations must be prepared to evolve at the same rate as the outside world. Those entails creating strong education and management programs with a genuine and tangible emphasis on diversity.

**GitHub Link:**

https://github.com/gbikushev/Visualisation-Excel-CA1.git