

# Career Aspirations of Gen-Z Dashboard

## Problem Statement

Generation Z is entering the workforce with distinct aspirations, but many struggle to find roles that align with their career goals. Concurrently, employers face challenges in attracting and managing Gen Z talent. This dashboard provides insights and actionable recommendations to bridge this gap.

## 5W1H Framework

- Who: Generation Z individuals and employers.
- What: The aspirations and career goals of Gen Z, along with the difficulties employers face in managing this talent.
- When: The focus is on current and future workforce trends.
- Where: Across various industries and sectors where Gen Z is entering.
- Why: To bridge the gap between Gen Z's career aspirations and the opportunities provided by employers.
- How: By analyzing data on Gen Z's career influences, education pursuits, work preferences, and salary expectations to offer actionable insights.

## Dashboard Overview

- Top Influences: Parents are the biggest influence on Gen Z's career choices.
- Higher Education: Most Gen Z respondents plan to pursue higher education, with some requiring sponsorship.
- Company Mission: A majority understand and align with their company's mission.
- Work Setup: Gen Z prefers working in teams of 7-10 people.
- Salary Expectations: Many expect a starting salary over \$50k.

## Conclusion

This dashboard helps align Gen Z's career aspirations with employer strategies, promoting better job satisfaction and talent retention.