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

**Overview and Methodology**

**Objective**: The project aimed to analyze survey data to uncover insights into GenZ preferences surrounding career aspirations, education abroad, work preferences, and salary expectations. The main goal was to develop a decision-making dashboard that aligns company missions with employee expectations, helping organizations enhance their career development programs**.**

**Problem Statement:** This study focused on understanding the factors influencing career choices, including work preferences, the appeal of remote work, salary expectations, and desired alignment with company missions. The insights from this project can help companies adjust their strategies to better support workforce needs.

**Scope: The analysis focused on key aspects:**

- Career aspirations and alignment with company missions.

- Preferences for working conditions, including attitudes toward abusive management, remote work, and ideal daily working hours.

- Salary expectations for the first three years and after five years.

- Company mission integrity and how well organizations live up to their stated values.

**Tools & Methods:** Data was collected via surveys and analyzed using the following tools**:**

**- Excel:** Data cleaning and preliminary analysis.

**- PivotTables and Dashboards**: For presenting critical insights**.**

**- SQL:** Data querying and sorting.

**Key Findings and Stakeholder Insights**

**Key Findings:**

**1. Mission Alignment:** Most respondents indicated that their career goals were closely linked to company mission statements, with a strong preference for companies with a social impact focus.

**2. Leadership Quality:** Most respondents expressed a strong aversion to working under abusive managers, viewing leadership quality as a critical factor for job satisfaction.

**3. Remote Work Preference:** The majority favoured remote work, with flexible hours being a key driver of job satisfaction.

**4. Salary Expectations:** Respondents anticipated a 30% salary increase within the first three years, with further growth expected after five years, reflecting high career and financial aspirations.

**5. Overseas Education:** Many respondents expressed interest in pursuing education abroad to enhance their career prospects.

**Stakeholder Analysis:**

**1. Survey Participants**: Their responses provided valuable insights into emerging workforce trends.

**2. Company Executives**: As decision-makers, they can use these insights to align business strategies with employee expectations.

**3. Data Analysts:** Responsible for data collection, cleaning, and analysis.

**4. HR Teams:** Tasked with interpreting the findings to refine recruitment and employee engagement strategies.

**Project Outcomes and Challenges**

**Deliverables:**

**-** A detailed dashboard offering visual insights into the survey's key areas.

- Comprehensive reports on career aspirations, remote work preferences, and salary projections.

- Actionable recommendations to align company missions with employee values and boost engagement.

**Challenges:**

**1. Data Quality:** Inconsistent responses and incomplete data required thorough cleaning and validation.

**2. Stakeholder Communication**: Effectively conveying complex findings to non-technical stakeholders was challenging, prompting the creation of simplified visualizations**.**

**3. Resource Constraints**: Limited time impacted the depth of analysis, necessitating prioritization of key insights.

**Lessons Learned and Recommendations**

**Lessons Learned:**

**- Visualization Matters**: Clear, accessible visualizations are crucial for effectively communicating data to non-technical audiences.

**- Early Collaboration:** Engaging stakeholders early on helped clarify objectives and reduce the need for revisions.

**Recommendations:**

**- Improve Data Quality:** Future projects should emphasize better data validation at the collection stage to reduce the need for extensive cleaning.

**- Enhance Stakeholder Engagement:** Regular check-ins with stakeholders can ensure that project deliverables remain aligned with their expectations.

**Top 5 Insights**

**1. Zero Tolerance for Abusive Management:** Almost all respondents expressed a refusal to work under abusive managers, emphasizing the importance of leadership quality**.**

**2. Preference for Remote Work:** A strong majority favoured remote work, indicating a shift in traditional work environments.

**3. High Salary Expectations:** Many respondents expected a 30% salary increase within the first three years, reflecting aspirations that exceed typical industry norms.

**4. Work-Life Balance:** Over 60% of respondents preferred a daily schedule of fewer than 8 hours, signalling a growing focus on work-life balance**.**

**5. Social Impact Over Salaries**: A significant portion of respondents prioritized working for companies with strong social impact initiatives, even over higher salaries**.**