**Tool Used:** PostgreSQL

1. **What industries are Gen-Z most interested in pursuing careers in?**

SELECT aspirational\_job, COUNT(\*) AS total

FROM career\_responses

GROUP BY aspirational\_job

ORDER BY total DESC;

**Insights:**

* High interest in **Tech**, **Business**, and **Content Creation** roles → Demand for digital, entrepreneurial, and software skills.
* Low interest in **Sales**, **BPO**, and **Manufacturing** → Potential gap in awareness or appeal.
* Rising interest in **Freelancing**, **AI**, and **Data** → Indicates shift to independent, tech-driven work.

**2. What are the top factors influencing Gen-Z’s career choices?**

SELECT influence\_factors, COUNT(\*) AS total

FROM career\_responses

GROUP BY influence\_factors

ORDER BY total DESC;

**Insights:**

* **Family & Friends** = Biggest Influence → Decisions shaped by close personal networks.
* **World Leaders** = Strong Influence → Youth admire successful role models.
* **Social Media & Influencers** = Rising Impact → Emphasizes need for digitalpresence.
* **Movies** = Least Influence → Passive media plays a small role.

**3. What is the desired work environment for Gen-Z? (e.g., remote, hybrid, in-office)**

SELECT working\_environment, COUNT(\*) AS total

FROM career\_responses

GROUP BY working\_environment

ORDER BY total DESC;

**Insights:**

* **Hybrid Work** is Preferred → Balanced work-life environment.
* **Remote Work** is Growing → Flexibility is a major factor.
* **In-office Setup** is Less Popular → Used only when necessary.

**4. How do financial goals, such as salary and benefits, impact career aspirations among Gen-Z?**

SELECT salary\_for\_early\_careers, COUNT(\*) AS total

FROM career\_responses

GROUP BY salary\_for\_early\_careers

ORDER BY total DESC;

**Insights:**

* Most expect **31k to 40k or higher** → Sign of rising salary benchmarks.
* Few expect **10k–20k** → High cost of living or ambition influences.
* **"Nil" or blanks** → Indicates uncertainty or openness in salary expectations.

**5. What role do personal values and social impact play in career choices for Gen-Z?**

SELECT

CASE

WHEN no\_social\_impact\_org IN (1, 2, 3) THEN 'Less Impact'

WHEN no\_social\_impact\_org IN (4, 5, 6) THEN 'Partially Impact'

WHEN no\_social\_impact\_org IN (7, 8, 9, 10) THEN 'More Impact'

END AS impact\_category,

COUNT(\*) AS total\_count

FROM career\_responses

GROUP BY impact\_category;

**Insights:**

* **Socially Responsible Companies Win Talent** → Gen-Z values purpose-driven workplaces.
* **Some Are Neutral** → "Partially Impact" shows mixed feelings about social responsibility.
* **Very Few Ignore Social Impact** → Shows increasing social awareness in job decisions.