**CAREER ASPIRATION PROJECT**

**Project Completion Report**

**Step 1: Project Overview and Methodologies:**

**Objectives:**

The primary objective of this project is to analyze trends in career aspirations, job preferences, and workplace dynamics among respondents. This includes identifying key influencing factors for job selection, salary expectations, and alignment with mission-driven organizations.

**Scope:**

The analysis span:

* Career preferences and aspirations of individuals across diverse demographics.
* Managerial and mission-related goals.
* Salary trends and expectations.

**Problem Statement:**

Many organizations face challenges in aligning with employee aspirations, including leadership issues, unclear missions, and gaps in job satisfaction. This project seeks to highlight these misalignments and provide actionable insights.

**Methods:**

* **Data Sources**: The data spans quantitative and qualitative fields, including survey responses on career goals, organizational preferences, and demographic factors.
* **Tools Used**: Excel for data structuring and Python for detailed analysis.
* **Data Analysis Techniques**: Summary statistics, stakeholder categorization, and trend analysis.

**Step 2: Key Findings and Stakeholder Analysis**

**Key Findings:**

1. **Workplace Preferences**: A significant portion prefer mission-driven and socially impactful companies, while some accept misalignment based on salary.
2. **Salary Expectations**:
   * Early career professionals expect a baseline salary with considerable growth within five years.
   * Remote work flexibility significantly impacts salary expectations.
3. **Leadership Impact**: Abusive leadership directly correlates with job dissatisfaction and turnover intent.

**Stakeholders:**

* **Employees**: Aspiring professionals valuing work-life balance, transparent leadership, and financial growth.
* **Managers**: Require structured feedback mechanisms to align goals with team aspirations.
* **Organizations**: Mission-driven companies aiming to attract and retain talent through clear objectives.

**SQL Code:**

select \* from genz;

describe genz;

ALTER TABLE Genz

MODIFY COLUMN Time\_Stamp datetime,

MODIFY COLUMN Country VARCHAR (50),

MODIFY COLUMN `Zip Code` VARCHAR (10),

MODIFY COLUMN Gender VARCHAR (10),

MODIFY COLUMN Influencers VARCHAR (255),

MODIFY COLUMN HigherEdu VARCHAR (255),

MODIFY COLUMN 3year\_tenurity VARCHAR (255),

MODIFY COLUMN Undefined\_Missions VARCHAR (255),

MODIFY COLUMN Willingness\_towork\_withmisalligned\_companies VARCHAR (255),

MODIFY COLUMN Socially\_impactless VARCHAR (255),

MODIFY COLUMN Work\_Environment VARCHAR (255),

MODIFY COLUMN `Which of the below Employers would you work with. ` VARCHAR(255),

MODIFY COLUMN Learning\_Environment VARCHAR (255),

MODIFY COLUMN Career\_Aspirations VARCHAR (255),

MODIFY COLUMN Taskby\_Manager VARCHAR (255),

MODIFY COLUMN `Team Setup` VARCHAR (255),

MODIFY COLUMN `Evaluating Job Opportunities Post-Layoffs` VARCHAR (255),

MODIFY COLUMN 7years\_Tenurity VARCHAR (255),

MODIFY COLUMN Email VARCHAR (100),

MODIFY COLUMN Salary\_after3years VARCHAR (20),

MODIFY COLUMN Salary\_after5years VARCHAR (20),

MODIFY COLUMN Noremote\_policies INT,

MODIFY COLUMN Expectationsof\_salary VARCHAR (20),

MODIFY COLUMN `Ideal Company Characteristics`VARCHAR(255),

MODIFY COLUMN AbusiveLeadership\_on\_carrerdecisions VARCHAR (255),

MODIFY COLUMN `Working Hours` VARCHAR (50),

MODIFY COLUMN Worklife\_Balance VARCHAR (50),

MODIFY COLUMN Workplace\_Happiness VARCHAR (255),

MODIFY COLUMN Frustrations VARCHAR (255);

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-- Q1: What is the gender distribution of respondents from India?

SELECT Gender,country FROM genz

WHERE country = "India”;

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-- Q2: What percentage of respondents from India are interested in education abroad and sponsorship?

SELECT Country, HigherEdu, COUNT (email) AS email\_count,

ROUND ((COUNT (email) \* 100.0 / (SELECT COUNT (\*) FROM genz WHERE HigherEdu IN ('Yes', 'Need a Sponsors') AND Country = 'India')), 2) AS percentage

FROM genz

WHERE Country = 'India'

GROUP BY Country, HigherEdu

ORDER BY HigherEdu desc;

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-- Q3: What are the 6 top influences on career aspirations for respondents in India?

SELECT Country,COUNT(Influencers), Influencers FROM genz

WHERE Country = "India"

GROUP BY Influencers

ORDER BY COUNT(Influencers) DESC Limit 6;

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-- Q4: How do career aspiration influences vary by gender in India?

SELECT Country,Gender,COUNT(Influencers), Influencers FROM genz

WHERE Country = "India"

GROUP BY Influencers,Gender

ORDER BY COUNT(Influencers) Desc;

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-- Q5: What percentage of respondents are willing to work for a company for at least 3 years?

SELECT 3year\_tenurity, COUNT (email) AS email\_count,

ROUND (COUNT (email) \* 100.0 / SUM(COUNT(email)) OVER ()), 2) AS percentage

FROM genz

WHERE 3 years\_tenurity IN ('yes', 'Depends on company culture')

GROUP BY 3 years\_tenurity;

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-- Q6: How many respondents prefer to work for socially impactful companies?

SELECT Socially\_impactless, COUNT (email) FROM genz

GROUP BY Socially\_impactless

ORDER BY Socially\_impactless ASC;

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-- Q7: How does the preference for socially impactful companies vary by gender?

SELECT Socially\_impactless, COUNT(Socially\_impactless), Gender FROM genz

GROUP BY Socially\_impactless,Gender

ORDER BY Socially\_impactless ASC;

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-- Q8: What is the distribution of minimum expected salary in the first three years among respondents?

SELECT Salary\_after 3years, COUNT (Salary\_after 3years) FROM genz

GROUP BY Salary\_after 3years

ORDER BY COUNT (Salary\_after 3years) DESC;

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-- Q9: What is the expected minimum monthly salary in hand?

SELECT Expectationsof\_salary,COUNT(Expectationsof\_salary) FROM genz

GROUP BY Expectationsof\_salary

ORDER BY COUNT(Expectationsof\_salary) DESC LIMIT 5 Offset 1 ;

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-- Q10: What percentage of respondents prefer remote working?

WITH PolicyCounts AS (

SELECT Noremote\_policies, COUNT (email) AS email\_count

FROM genz

GROUP BY Noremote\_policies

)

SELECT

Noremote\_policies,

email\_count,

ROUND (email\_count \* 100.0 / SUM (email\_count) OVER ()), 2) AS percentage

FROM PolicyCounts

ORDER BY Noremote\_policies ASC;

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-- Q11: What is the preferred number of daily work hours?

SELECT `Working Hours`,COUNT(`Working Hours`) FROM genz

GROUP BY `Working Hours`

ORDER BY COUNT (`Working Hours`) DESC LIMIT 5 OFFSET 1;

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-- Q12: What are the common work frustrations among respondents?

SELECT Frustrations,COUNT(Frustrations) FROM genz

GROUP BY Frustrations

ORDER BY COUNT(Frustrations) DESC LIMIT 7 OFFSET 1;

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-- Q13: How does the need for work-life balance interventions vary by gender?

SELECT Worklife\_Balance,Gender,COUNT(Worklife\_Balance) FROM genz

GROUP BY Worklife\_Balance, Gender

ORDER BY COUNT(Worklife\_Balance) DESC LIMIT 12 Offset 2;

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-- Q14: How many respondents are willing to work under an abusive manager?

SELECT AbusiveLeadership\_on\_carrerdecisions,COUNT(AbusiveLeadership\_on\_carrerdecisions) AS Willing\_Respondents FROM genz

WHERE AbusiveLeadership\_on\_carrerdecisions LIKE "yes"

GROUP BY AbusiveLeadership\_on\_carrerdecisions;

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-- Q15: What is the distribution of minimum expected salary after five years?

SELECT Salary\_after5years, COUNT(Salary\_after5years) FROM genz

GROUP BY Salary\_after5years

ORDER BY Salary\_after5years DESC;

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-- Q16: What are the remote working preferences by gender?

SELECT Noremote\_policies,COUNT(email),Gender FROM genz

WHERE Noremote\_policies LIKE "0"

GROUP BY Noremote\_policies,Gender

ORDER BY Noremote\_policies ASC;

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-- Q17: What are the top work frustrations for each gender?

SELECT Frustrations,COUNT(Frustrations),Gender FROM genz

GROUP BY Frustrations,Gender

ORDER BY COUNT(Frustrations) DESC LIMIT 7 OFFSET 2;

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-- Q18: What factors boost work happiness and productivity for respondents?

SELECT Workplace\_Happiness,COUNT(Workplace\_Happiness) FROM genz

GROUP BY Workplace\_Happiness

ORDER BY COUNT(Workplace\_Happiness) DESC LIMIT 6 OFFSET 1 ;

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-- Q19: What percentage of respondents need sponsorship for education abroad?

SELECT Country, HigherEdu, COUNT (email) AS email\_count,

ROUND ((COUNT (email) \* 100.0 / (SELECT COUNT(\*) FROM genz WHERE HigherEdu IN ('Yes', 'Need a Sponsors') AND Country = 'India')), 2) AS percentage

FROM genz

WHERE Country = 'India'

GROUP BY Country, HigherEdu

ORDER BY HigherEdu ASC Limit 1;

**Step 3: Project Outcomes and Challenges**

**Outcomes:**

* Identification of top factors influencing career decisions.
* Comprehensive insights into preferred learning environments and job setups.
* A clear link between workplace culture and employee productivity.

**Challenges:**

* **Data Gaps**: Incomplete entries in several fields (e.g., "Team Setup").
* **Data Standardization**: Varying response formats required preprocessing for consistent analysis.

**Step 4: Lessons Learned and Recommendations**

**Lessons Learned:**

* Understanding employee preferences holistically is crucial for organizational success.
* Clear and empathetic leadership plays a pivotal role in employee retention.

**Recommendations:**

1. **Enhance Leadership Training**: Equip managers with skills to foster positive work environments.
2. **Promote Flexibility**: Adapt policies to meet remote work and work-life balance expectations.
3. **Data-Driven Recruitment**: Use these insights to tailor roles and missions to attract top talent.

**Step 5: Five "Wow" Insights**

1. **Flexibility Matters**: Remote work is a deal-breaker for many, often outweighing salary.
2. **Leadership Influence**: A single instance of poor leadership can cascade into long-term dissatisfaction.
3. **Early Career Salaries**: Aspirations for higher salaries at entry levels are growing steadily.
4. **Mission Alignment**: Employees value companies that align with their personal values.
5. **Workplace Environment**: Preferred setups include collaborative and inclusive spaces.

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