**“UNDERSTANDING THE CAREER ASPIRATIONS OF GEN-Z OF INDIA”**

Questions to answer:

1. Who is effected?
2. What is Happening?
3. When is this happening?
4. Where is this happening?
5. Why is that a problem?
6. Howwill the project address these issues?
7. Objective

So, just to clarify who is Gen-Z, I am going to provide a small piece of information. So, Gen-Z includes the people who are born in the range of 1995-2010. Moving towards to discuss their behavior, work ethic, work style etc. So, starting with the behavior the millennials and Gen-Z don’t have much of a generation gap but have a huge difference in terms of technology usage, and their attitude towards making the technology work for them (Gen Z) rather than them (Gen Y) working for the technology clearly distinguishes these generations from one another. Just for a quick example most of the Gen-Z don’t like to cook food and learning it(including myself) instead they prefer to order it online as it is more convenient and easier(ignoring its cost).

Moving towards their work ethic, which is pretty great and they are responsible but the only thing that people find odd is that they demand perks compensating their work. Talking about their working style so that is mostly technology dependent.

Now, as we have a clear sense of who Gen-Z is, what are their general behavior, work ethic and style. Now starting with the first question which is “ **Who** is Effected?”. The answer is quite clear that affected ones are Gen-Z and their closed ones. I have included the closed ones(i.e.:- parents, wife, children etc.) because whatever decision you take in your life, these are the ones that get affected with you.

Moving onto the second question “**What** is Happening?”. The situation is like that the Gen-Z is confused regarding their career; means they can’t decide what they want to be because they are getting so many different opinions from their surrounding which is making hard for them to make decision about their career. Let me clarify it more with an example: So, the condition is something like this that you are already confused that which path to choose and instead of helping you in exploring options and finding out what works best for you, everyone is trying to force their own opinion/choice on you. Now you are stuck with all these opinions and can’t find a way out.

Talking about “**When** is this happening?”, so it is happening from a long time and is still happening yet. The only difference is that the intensity of this has gotten a bit light.

Now, talking about “**Where** is this happening?”. It is quite clear from the problem statement that it is happening in India.

Furthermore, most of the people ask that “**Why** is that a problem?”. So, it is considered as a problem because due to the communication gap between Gen-Z and their parents Gen-Z most of the times have to choose a path that is against their will and happiness. Let me explain with my personal example. So, when I was choosing my career almost everyone told me the reason to change my career path rather than encouraging me. They told me that there are not many jobs in this field, they don’t hire freshers, you are not that kind of guy, choose a career which has more scope(meaning have more jobs) and much more.

**“How** will the project address these issues?” The project will utilize descriptive analytics to gain insights into the current state of GenZ career aspirations and employer challenges. This involves collecting data through surveys and interviews, analyzing statistical trends and patterns, and visualizing the findings.

Prescriptive analytics will then provide actionable recommendations based on these insights. This includes developing strategies for career development tailored to GenZ individuals and optimizing recruitment, retention, and management practices for employers. The goal is to bridge the gap between GenZ career aspirations and employer expectations.

So, the whole **objective** of this data project is to solve this problem of Gen-Z by doing analysis on the data and gather such insights which will help Gen-Z in convincing their parents. Because we all know that career is a serious thing and takes time to build. So, one should consider every factor while choosing their career as it is a long-term commitment.