

KULTUREHIRE INTERNSHIP

Career Aspiration Analytics - DA

UNDERSTANDING THE CAREER ASPIRATIONS OF GEN Z

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KULTUREHIRE



STAGE I: EXCEL DASHBOARD

CAREER ASPIRATIONS OF GEN Z

Gender

☐ F

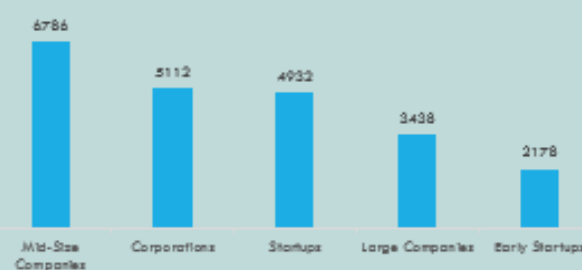
☐ M

☐ Others

Top 5 Influences



Top 5 Company Types



Male

60.31%

Total

78738

Female

39.50%

Others

0.19%

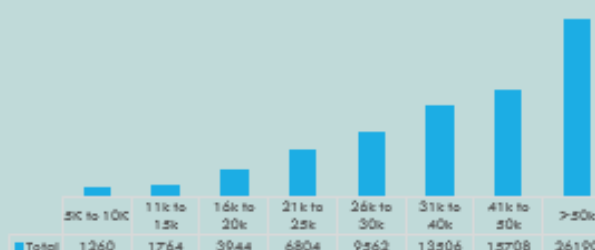
The top 5 influences on career aspirations:

- Parents
- World Leaders
- Influencers
- Acquaintances
- Social Media

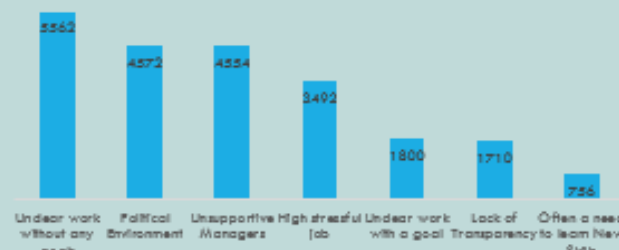
The top 5 company types:

- Mid-Size Companies
- Corporations
- Startups
- Large Companies
- Early Startups

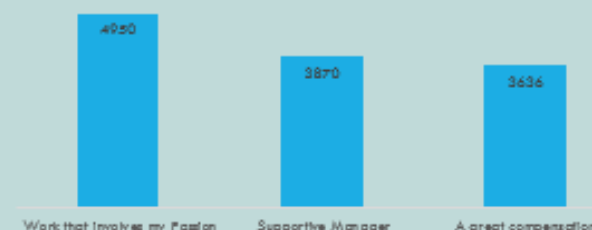
Min. Expected Salary (After 3 Years)



Work Frustrations



Top 3 Work Setup



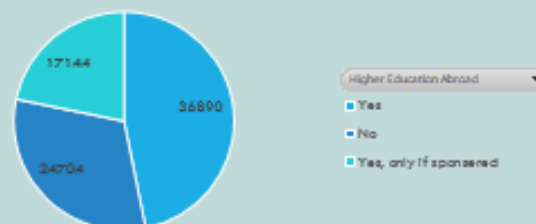
The minimum expected salary after 3 years varies from 5,000 to more than 50,000 increasing.

The top 3 work setups:

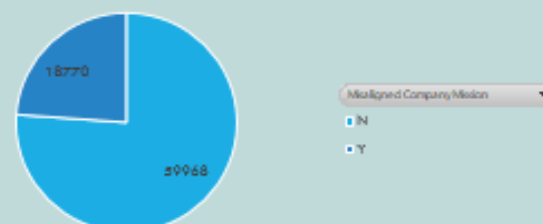
- Work that involves passion
- Supportive Manager
- A Great Compensation

There are different work frustrations with unclear work without any goals being the highest and often a need to learn new skills is the least.

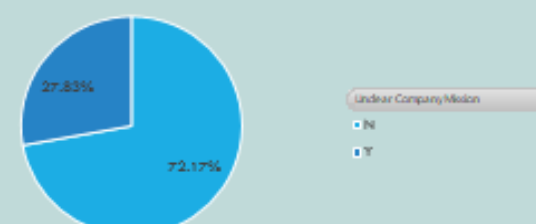
Higher Education



Alignment of Company Mission



Clarity of Company Mission



There individuals who are ready to bear their own expense, depend on sponsors, and those who are not interested in higher education abroad.

The individuals are interested to work for more aligned and clear company mission.

There are total of 78738 respondents with approx.

STAGE II: PROBLEM STATEMENT

Understanding Career Aspirations of Gen Z using the 5W1H Framework

1. WHO: Who is affected?

- **Gen Z Individuals:** The primary group affected, as they are navigating their career aspirations, values, and goals in the workplace.
 - **Employers:** Companies and organizations that seek to attract and retain Gen Z talent must understand their career preferences and expectations.
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2. WHAT: What are the key issues?

- **Gen Z Individuals:**
 - Job security and stability.
 - Work-life balance and flexibility.
 - Opportunities for career advancement.
 - Alignment with company values (e.g., sustainability, diversity).
 - Skill development opportunities.
 - Mental health and well-being.
- **Employers:**
 - Attracting and retaining top talent from Gen Z.
 - Fostering a workplace culture that appeals to Gen Z's values.
 - Offering training and professional development.
 - Providing workplace flexibility and appealing benefits.
 - Adapting to technological advancements and digital tools.
 - Ensuring open feedback and communication systems.

3. WHEN: When is this happening?

- **Timeline:** As Gen Z individuals began graduating from high schools and higher education institutions (from around 2017 to the early 2020s), they have started entering the workforce in significant numbers, shaping new trends and expectations within the labor market.
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4. WHERE: Where is this issue prominent?

- **Digital Platforms:** Social media platforms like LinkedIn and Instagram serve as key areas where Gen Z shares their career aspirations, networks, and seeks advice.
- **Global Reach:** Although concerns may vary by region, universal themes like job security, work-life balance, and alignment with corporate values are present in many countries.

5. WHY: Why is this happening?

- **Gen Z Individuals:**
 - **Technological Influence:** Growing up with technology has fostered a preference for digital communication, remote work, and flexibility in their career environments.
 - **Values-Driven:** Gen Z places great emphasis on social issues (e.g., climate change, equality) and tends to prefer employers whose values align with their own.
 - **Mental Health Awareness:** Due to the increased awareness of mental health, Gen Z prioritizes well-being, advocating for work environments that support mental health and offer a balance between work and life.
- **Employers:**
 - **Cultural Shifts:** Organizations are adapting to become more inclusive and purpose-driven to appeal to Gen Z's values.
 - **Technological Advancement:** In fast-moving industries like technology, employers must adopt new work approaches, leveraging flexibility and innovation to remain competitive.
 - **Employee Engagement:** Employers increasingly recognize the need for open, transparent feedback and communication channels to ensure an engaged and satisfied workforce.

6. HOW: How can this be addressed?

- **Gen Z Individuals:**
 - **Continuous Learning:** Engage in workshops, online courses, and internships to enhance skills and adaptability in the evolving job market.
 - **Professional Networking:** Utilize platforms like LinkedIn, attend industry events, and seek out mentorship opportunities to connect with potential employers.
 - **Employer Research:** Investigate prospective employers' values, culture, and practices to ensure alignment with personal aspirations and ethics.
 - **Embrace Diverse Opportunities:** Stay open to non-traditional career paths such as gig work or entrepreneurship to navigate the dynamic job market.
- **Employers:**
 - **Flexible Work Options:** Provide remote work opportunities, flexible hours, and results-driven work environments to appeal to Gen Z's preference for flexibility.
 - **Mentorship and Development:** Offer mentorship programs, training, and development opportunities to support Gen Z's growth and skill enhancement.
 - **Well-being Focus:** Prioritize employee well-being through mental health resources, wellness programs, and promoting work-life balance.
 - **Feedback and Communication:** Foster open communication channels where Gen Z employees feel heard, valued, and engaged in the decision-making process.

CONCLUSION:

The career aspirations of Gen Z represent a significant shift in workplace dynamics, driven by technological change, evolving economic realities, and a focus on values such as inclusivity, mental health, and social responsibility. Employers who understand and adapt to these shifts are better positioned to attract and retain Gen Z talent.

By fostering a flexible and supportive work environment, prioritizing skill development, and embracing diversity and corporate social responsibility, organizations can build stronger relationships with Gen Z employees. Simultaneously, Gen Z individuals must remain proactive in seeking growth opportunities, advocating for themselves, and being adaptable to the fast-changing job landscape.

Ultimately, success depends on mutual understanding, clear communication, and aligning goals and values to create a more dynamic and fulfilling future in the workforce.

STAGE III: DATA COLLECTION



Prakul H N • You

Data Analyst Intern @KultureHire | Social Media Coordinator @Dept. of AI ...

3mo • 🌐



Hello connections,

As a Data Analyst Intern at [KultureHire](#), I'm here for quick survey on "Career Aspirations of Gen Z". Your participation is highly appreciated!

Link: <https://lnkd.in/gdva9QZm>

[#genz](#) [#dataanalysis](#) [#kulturehire](#) [#excel](#) [#internship](#) [#project](#)

CAREER ASPIRATIONS OF GEN-Z

by www.KultureHire.com



STAGE IV: DATA ANALYSIS IN SQL

Queries Solved:

1. What is the gender distribution of respondents from India?
2. What percentage of respondents from India are interested in education abroad and sponsorship?
3. What are the 6 top influences on career aspirations for respondents in India?
4. How do career aspiration influences vary by gender in India?
5. What percentage of respondents are willing to work for a company for at least 3 years?
6. How many respondents prefer to work for socially impactful companies?
7. How does the preference for socially impactful companies vary by gender?
8. What is the distribution of minimum expected salary in the first three years among respondents?
9. What is the expected minimum monthly salary in hand?
10. What percentage of respondents prefer remote working?
11. What is the preferred number of daily work hours?
12. What are the common work frustrations among respondents?
13. How does the need for work-life balance interventions vary by gender?
14. How many respondents are willing to work under an abusive manager?
15. What is the distribution of minimum expected salary after five years?
16. What are the remote working preferences by gender?
17. What are the top work frustrations for each gender?
18. What factors boost work happiness and productivity for respondents?
19. What percentage of respondents need sponsorship for education abroad?

#What is the gender distribution of respondents from India?

```
SELECT GENDER, COUNT(GENDER) AS GENDERCOUNT  
FROM KULTURE_HIRE  
WHERE `COUNTRY.` = 'INDIA'  
GROUP BY GENDER;
```

#What percentage of respondents from India are interested in education abroad and sponsorship?

```
SELECT (COUNT(`HIGHER EDUCATION ABROAD`)*100)/COUNT(*) AS percentage  
FROM KULTURE_HIRE  
WHERE  
`Country.` = 'India'  
AND `Higher Education Abroad` = 'Yes'
```

#What are the 6 top influences on career aspirations for respondents in India?

```
SELECT DISTINCT(`INFLUENCING FACTORS`)  
FROM KULTURE_HIRE  
WHERE `COUNTRY.` = 'INDIA'  
LIMIT 6;
```

#How do career aspiration influences vary by gender in India?

```
SELECT `ASPIRATIONAL JOB`, GENDER, COUNT(GENDER)  
FROM KULTURE_HIRE  
WHERE `Country.` = 'India'  
GROUP BY GENDER, `ASPIRATIONAL JOB`
```

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

```
SELECT (COUNT(`TIME BOND OF 3 YEARS`)*100)/COUNT(*) AS percentage  
FROM KULTURE_HIRE  
WHERE  
`Country.` = 'India'  
AND `TIME BOND OF 3 YEARS` = 'Yes'
```

#How many respondents prefer to work for socially impactful companies?

```
SELECT COUNT(*) FROM KULTURE_HIRE  
WHERE `NO SOCIAL IMPACT` IN (1,2,3,4,5)  
AND `COUNTRY.` = 'INDIA'
```

#How does the preference for socially impactful companies vary by gender?

```
SELECT GENDER, COUNT(GENDER) FROM KULTURE_HIRE  
WHERE `NO SOCIAL IMPACT` IN (1,2,3,4,5)  
AND `COUNTRY.` = 'INDIA'  
GROUP BY GENDER
```

#What is the distribution of minimum expected salary in the first three years among respondents?

```
SELECT DISTINCT(`Min. Expected Salary, 3 Years down the line`)  
FROM KULTURE_HIRE  
WHERE `COUNTRY.` = 'INDIA'
```

#What is the expected minimum monthly salary in hand?

```
SELECT DISTINCT(`Min. Inhand Salary as a Fresher`)  
FROM KULTURE_HIRE  
WHERE `COUNTRY.` = 'INDIA'
```

#What percentage of respondents prefer remote working?

```
SELECT (COUNT(`WORK MODE`)*100)/COUNT(*) AS percentage  
FROM KULTURE_HIRE  
WHERE  
`Country.` = 'India'  
AND `WORK MODE` = 'WFO'
```

#What is the preferred number of daily work hours?

```
SELECT DISTINCT(`Working hours/day`), COUNT(`Working hours/day`)  
FROM KULTURE_HIRE  
GROUP BY `Working hours/day`
```

#What are the common work frustrations among respondents?

```
SELECT DISTINCT(`Frustration`) FROM KULTURE_HIRE  
WHERE `COUNTRY.` = 'INDIA'
```

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

```
SELECT `Gender`, `Working hours/day`, COUNT(*) AS `Count`  
FROM KULTURE_HIRE  
WHERE `Working hours/day` IN ('6 hours', '8 hours')  
GROUP BY `Gender`, `Working hours/day`  
ORDER BY `Gender`, `Working hours/day`;
```

#How many respondents are willing to work under an abusive manager?

```
SELECT COUNT(`Toxic Manager`)  
FROM KULTURE_HIRE  
WHERE `Toxic Manager` IN (7,8,9,10)  
AND `COUNTRY.` = 'INDIA'
```

#What is the distribution of minimum expected salary after five years?

```
SELECT DISTINCT(`Min. Expected Salary, 5 Years down the line (in hand)`)  
FROM KULTURE_HIRE  
WHERE `COUNTRY.` = 'INDIA'
```


#What are the remote working preferences by gender?

```
SELECT `GENDER`, `WORK MODE`, COUNT(`WORK MODE`)
FROM KULTURE_HIRE
WHERE
`Country.` = 'India'
AND `WORK MODE` = 'WFO'
GROUP BY GENDER
```

#What are the top work frustrations for each gender?

```
SELECT `Gender`, `Frustration`
FROM KULTURE_HIRE
WHERE `COUNTRY.` = 'INDIA'
GROUP BY `Gender`, `Frustration`;
```

#What factors boost work happiness and productivity for respondents?

```
SELECT DISTINCT(`Factors making you happy`)
FROM KULTURE_HIRE
WHERE `COUNTRY.` = 'INDIA'
```

#What percentage of respondents need sponsorship for education abroad?

SELECT (COUNT(`HIGHER EDUCATION ABROAD`)*100)/COUNT(*) AS percentage

FROM KULTURE_HIRE

WHERE

`Country.` = 'India'

AND `Higher Education Abroad` = 'Yes, only if sponsored'

STAGE V:
MANAGER ASPIRATIONS DASHBOARD
(POWER BI)

Manager Aspirations Dashboard

Gender

All

Country

All

No. of Participants

78.74K

No. of Pincodes

1940

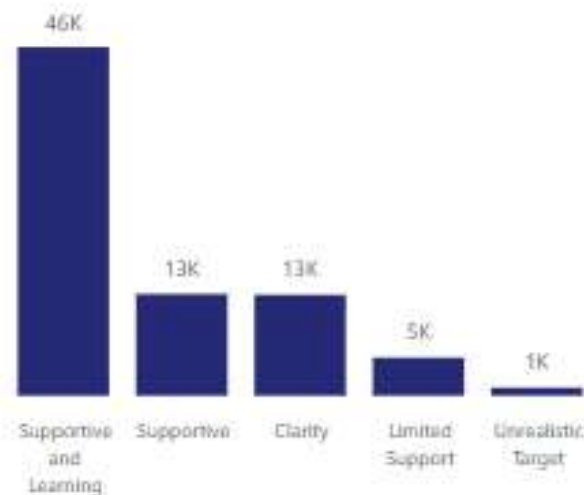
Work for 3 years

29.2K

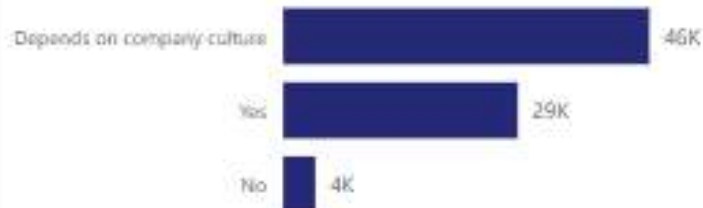
Work for 7 years

9.2K

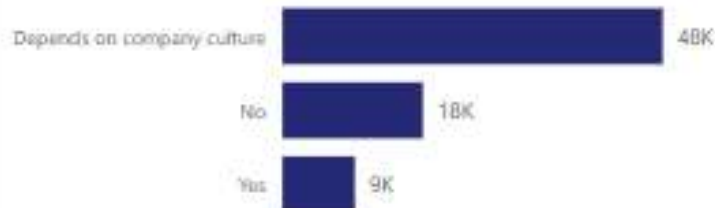
Likelihood based on Manager



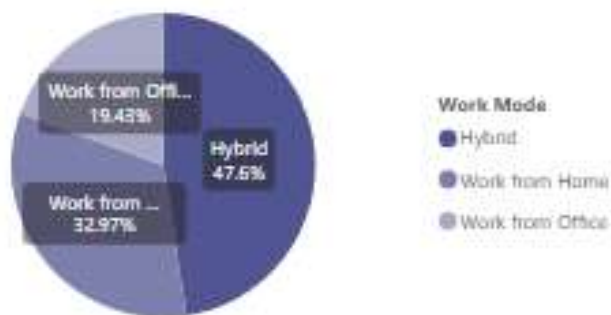
Gen Z who wants to work for 3 years



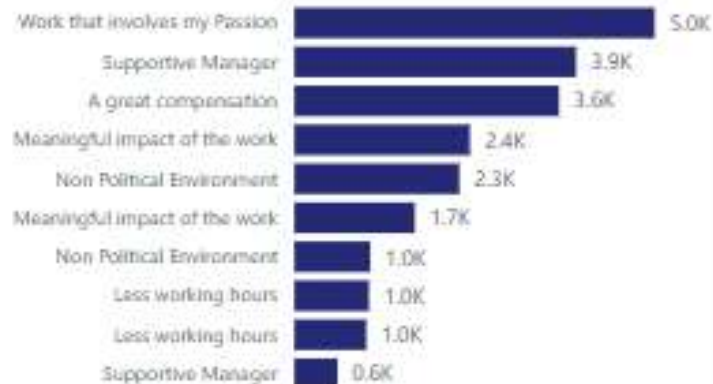
Gen Z who wants to work for 7 years



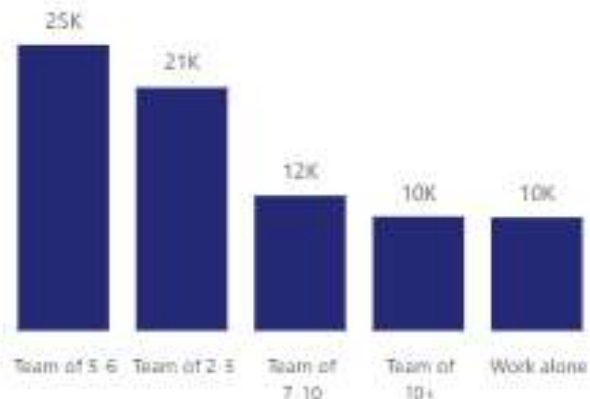
Likelihood based on Work Mode



Factors of Happiness



Likelihood based on Team Size



STAGE VI: MISSION ASPIRATIONS DASHBOARD (POWER BI)

Mission Aspirations Dashboard

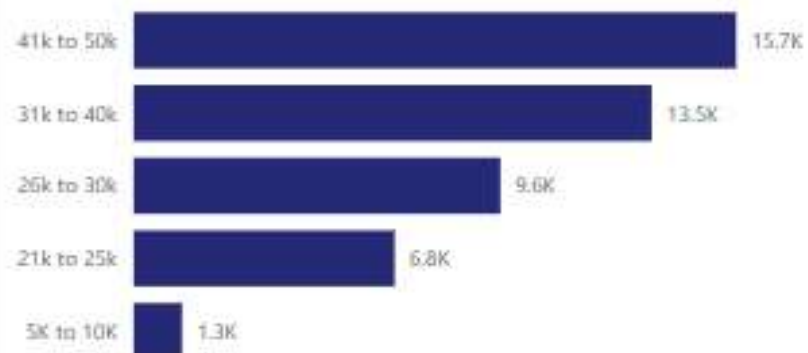
Gender

All

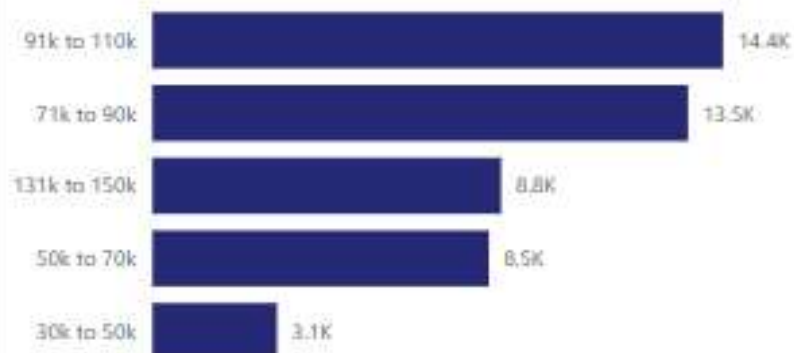
Country

All

Top 5 Salary Expectations, 3 years down the line



Top 5 Salary Expectations, 5 years down the line



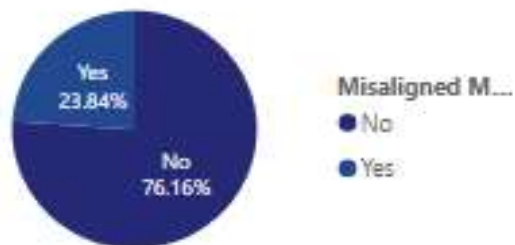
No. of Participants

78.74K

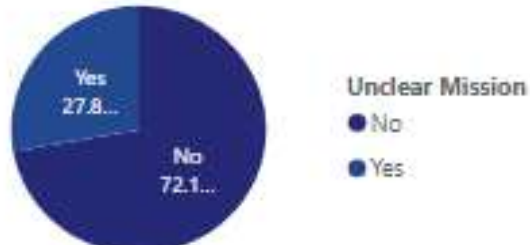
No. of Pincodes

1940

Misaligned Mission



Unclear Mission



No Social Impact

