



# A Project Presentation On Gen-Z's Career Aspirations & Key Findings

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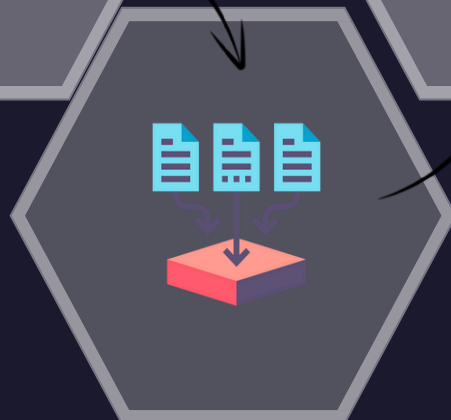
# Implementation Plan

**Business Research  
Documentation**

**Data Cleaning**

**Overview Dashboard**

**Presentation**



**Problem  
Statement**

**Data Collection**

**Data Analyzing**

**Main Dashboards**



# AGENDA

KultureHire

## 1. Introduction

- **Project Overview**

## 2. Survey & Dataset

## 3. Objective

## 4. Methodology Used

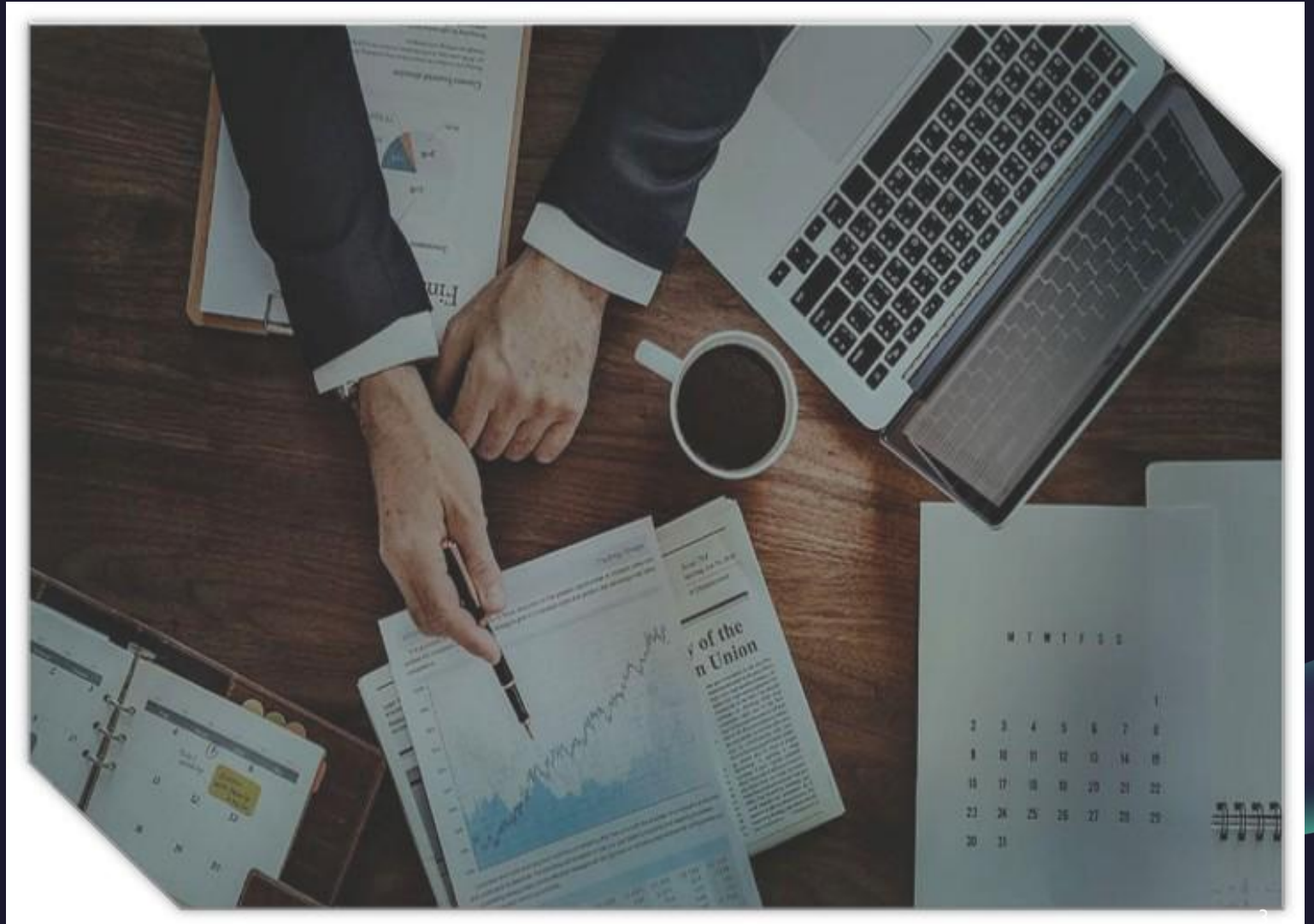
- **Data Collection**
- **Data Analysis**
- **Visualization**

## 5. Data Visualization

## 6. Findings and Insights

## 7. Recommendations for Stakeholders

## 8. Conclusion & Next Steps



# 1. Introduction



## Project Overview

**Objective: Understanding career preferences and aspirations of Gen-Z professionals.**

- **Scope: Data analysis on Gen-Z job preferences, industry choices, and workplace expectations.**
- **Data Source: Extracted from Kulture hire database .**
- **Key Deliverables: Trends, career patterns, and recommendations for hiring strategies.**



## 2. Survey & Dataset

- **The survey was designed to capture diverse insights from Gen Z professionals across different demographics and geographic locations. It was structured to include both qualitative and quantitative responses, focusing on understanding their aspirations, preferences, and motivations.**
- **Respondent Demographics:**
  - **Geography:** The majority of responses were from India.
  - **Gender:** Included a balanced representation of male, female, and other genders, ensuring inclusivity.
  - **Age Group:** Targeted primarily at Gen Z individuals (18–26 years).
- **This design ensures a robust representation of the Gen Z cohort, providing a reliable foundation for actionable insights.**



change housing future cool demanding devices confident video lifestyle prospects social online impulsive connected savvy work tech economy rules young education web healthy leader youth innovative technology games friends bombers underemployed innovation teenagers priorities ambitious born net gadgets digital rapid business smart restless different



- ## Clarity in forecasting circumstances

**his rich d**



### 3. Objective



- 1. Identify Learning Aspirations: Understand Gen Z's preferred learning modes, influencing factors, and higher education goals.**
- 2. Explore Leadership Preferences: Highlight the managerial qualities Gen Z values for an optimal work environment.**
- 3. Examine Mission Alignment: Assess the importance of mission clarity in driving employee satisfaction and engagement.**
- 4. Deliver Actionable Insights: Provide recommendations to help businesses adapt their strategies to Gen Z's career expectations.**



## 4. Methodology Used

**Data Collection:** Extracted from Kulture hire database containing 1,20,00+ career preferences from Gen-Z professionals

**Cleaned and processed using Excel and SQL queries.**

**Data Analysis:** Identified patterns and trends using statistical methods Exploratory Data Analysis (EDA) for insights.

**Visualization:** Created charts, graphs, and dashboards for better interpretation using Excel and Power BI.





# 5. Data Visualization Using Excel

Developed by Rachit Gupta

## Gen'Z Carrer Aspirations

Gender

F

M

Other

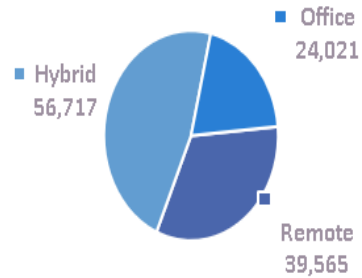
### Participants

Total 120303

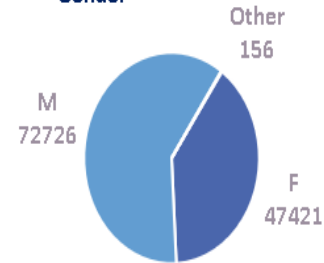
### Pin Codes

Total 120303

### Preferred Working Mode



### Gender



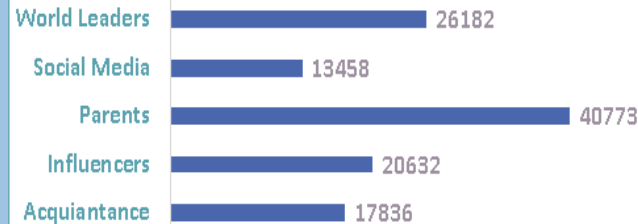
### 5 years Salary Expectations



### Aspiring Carrers



### Influencing factors



### MINIMUM SALARY EXPECTATIONS



### Work Frustrations



### Working Hours



# 5. Data Visualization Using Power Bi

Total Pincodes

120.3K

Total Participants

120.3K

## MISSION ASPIRATIONS OF GEN-Z

GENDER

Select ...

F

M

Other

### Top 5 Aspiring Careers



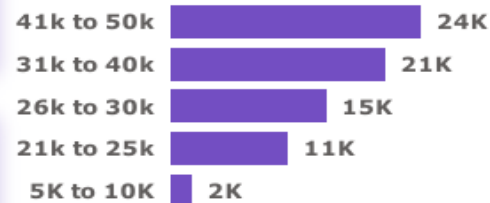
### Top 3 Influencing factors



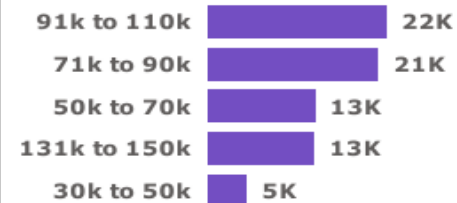
### Higher education Aspiration



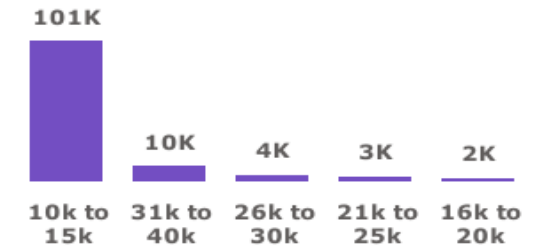
### Expected Salary in initial 3 years



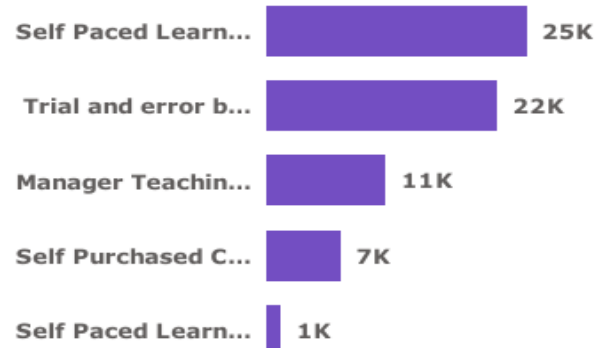
### Expected Salary in initial 5 years



### Minimum expected salary



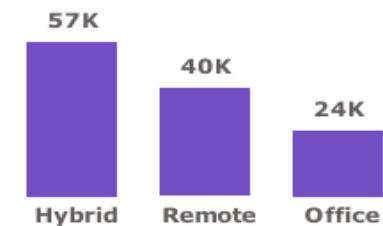
### Top 5 Learning Environment



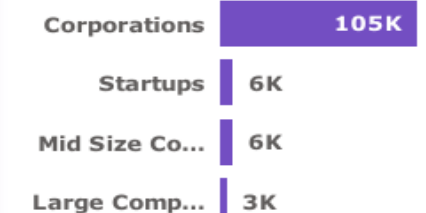
### Daily work hours preference?



### Preferred working environment



### Ideal Company Size



# 5. Data Visualization Using Power Bi

Total Participants

120.3K

Total Pincodes

120.3K

## MANAGER ASPIRATIONS OF GEN-Z

GENDER

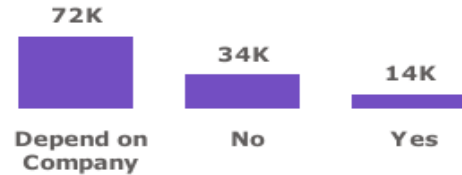
Select ...

F

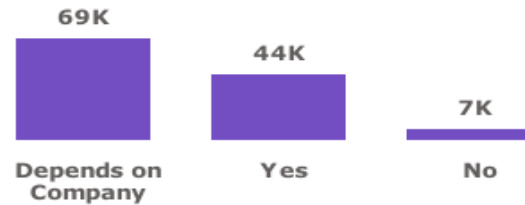
M

Other

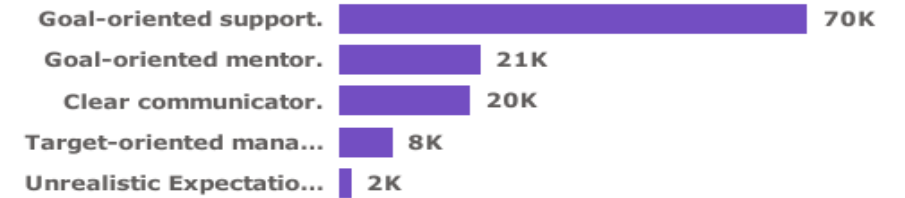
### Likelihood of staying 7+ years



### 3 years tenurty



### Preferred Manager



### How often is a week off?



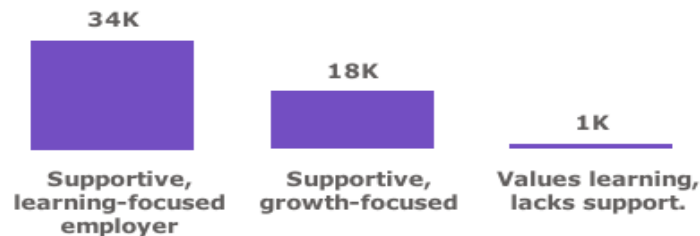
### Work under abusive manager?



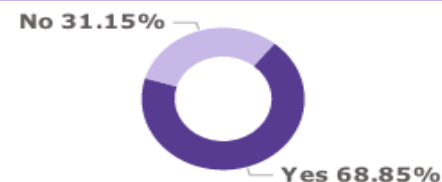
### What would make you happier and productive at work



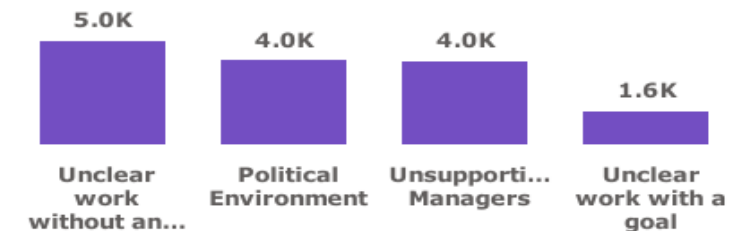
### Preferred Employer to Work With



### Would you join a recently laid-off company?



### What would frustrate you at work



# 6. Findings and Insights

The analysis of Gen Z's career aspirations and workplace expectations revealed several important trends:

## 1. Learning Aspirations:

- A strong preference for structured yet flexible learning environments, with **Expert-Led Programs** as the top choice.
- **67.65% aspire to higher education**, but affordability remains a key concern for a significant portion.

## 2. Career Preferences:

- Gen Z is drawn to creative, analytical, and management-focused roles, with **Design & Strategy, Data Analytics, and Business Operations** dominating career choices.
- Traditional industries like Cybersecurity, BPO Services, and Sales & Marketing are less favored.

## 3. Managerial Expectations:

- Employees value managers who provide clear goals, supportive leadership, and transparency, emphasizing the need for structured leadership practices.

## 4. Mission Alignment:

- Misaligned missions lead to frustrations like unclear goals and lack of transparency, highlighting the critical importance of organizational clarity.

## 5. Workplace Trends:

- The majority are open to long-term tenure when organizations prioritize **mission alignment and transparency**, demonstrating resilience and adaptability.

These findings offer valuable insights into Gen Z's priorities, enabling organizations to align their strategies for attracting and retaining young talent effectively.



# 6. Findings and Insights

- ✓ **Hybrid work is the most preferred mode (47%),** while only 20% prefer working from the office.
- ✓ **Parents (34%) are the most influential factor** in career choices, followed by world leaders (22%).
- ✓ **Most participants expect a salary between 91K-110K after 5 years (19%),** but a significant 23% expect more than 151K.
- ✓ **84% expect a minimum salary of 10K-15K,** indicating conservative expectations in the early years.
- ✓ **High-stress jobs (86%) are the biggest work frustration,** followed by unclear goals (4%).
- ✓ **94% prefer an 8-hour workday,** with minimal interest in extended hours.
- ✓ **58% want a goal-oriented supportive manager,** while 7% work under target-driven leadership.
- ✓ **60% are open to staying at a company for more than 7 years,** but it depends on the work environment.
- ✓ **96.96% refuse to work under abusive managers,** emphasizing the importance of a healthy work culture.

# 7. Recommendations for Stakeholders

## 1. Foster Transparent Leadership:

- Cultivate clear communication channels and set well-defined goals to enhance employee trust and satisfaction.

## 2. Invest in Learning Opportunities:

- Offer expert-led programs, self-paced learning, and observation-based training to meet Gen Z's diverse learning preferences.

## 3. Support Higher Education Aspirations:

- Provide sponsorships or education assistance programs to address affordability concerns and encourage skill development.

## 4. Align Organizational Mission:

- Ensure the company's mission aligns with employees' values to reduce frustrations and foster loyalty.

## 5. Create Rewarding Work Environments:

- Balance high-pressure tasks with meaningful rewards and learning-focused support to drive engagement and professional growth.

A decorative blue cone is located on the left side of the page, near the bottom. It is a 3D-style cone with a gradient from dark blue at the base to a lighter blue at the top.

By implementing these strategies, organizations can establish themselves as employers of choice, effectively meeting the aspirations and expectations of Gen Z talent.

# 8. Conclusion & Next Steps

**The analysis of Gen Z's career aspirations and workplace expectations highlights the generation's focus on**

- **Structured learning,**
- **Supportive leadership**
- **Mission-driven work environments.**

**Gen Z seeks careers that blend creativity, analytical thinking, and management while prioritizing transparency and alignment with organizational goals.**

**Their resilience and adaptability are evident, but factors like affordability, clarity, and trust significantly influence their decisions regarding education and employment.**

**These insights can guide organizations in tailoring strategies to attract and retain this dynamic workforce.**

## 8. Conclusion & Next Steps



**Summary: Gen-Z career aspirations align with flexibility, growth, and digital skills Companies must adapt hiring and retention strategies accordingly**

**Next Steps: Conduct deeper analysis on career transitions over time Implement AI-driven hiring recommendations to streamline recruitment Collaborate with organizations to improve workplace policies based on findings**

**PLEASE PROVIDE FEEDBACK ON THIS PRESENTATION**



# Thank you

Open for questions and discussions

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