**Comprehensive Report: Gen Z Career Aspirations and Stakeholder Insights**

**1. Introduction**

This project looks at what Generation Z want in their careers and workplaces. We used tools like Excel, SQL, and dashboards to study their preferences, challenges, and expectations. The goal is to help companies understand how to attract and keep Gen Z employees.

**2. Project Goals**

1. Understand what Gen Z wants in terms of work, learning, and leadership.
2. Identify who influences their career choices.
3. Provide advice to companies on how to meet Gen Z's needs.

**3. How We Did It**

**Cleaning and Organizing Data**

* We cleaned the raw data to remove errors, duplicates, and incomplete information using **Excel** and **Power Query**.
* We used **SQL** to organize and prepare the data for analysis.

**Analyzing Data**

* **Pivot Tables in Excel** helped us summarize the data and find patterns.
* Dashboards were created to present the findings clearly:
  1. **Learning Aspirations** – Focused on how Gen Z wants to learn and grow.
  2. **Mission Aspirations** – Looked at what drives them to work for a company.
  3. **Manager Aspirations** – Explored what kind of leadership Gen Z prefers.

**4. Key Findings**

**Learning Aspirations**

* **Higher Education:** 47% want to pursue higher studies, but 22% need financial help.
* **Work Environment:** Most prefer hybrid work (mix of home and office).
* **Learning Styles:** Instructor-led and self-paced learning are favorites.
* **Career Goals:** Many want roles in creative fields, data analysis, and AI (artificial intelligence).

**Mission Aspirations**

* **Clear Goals:** 72% won’t work for companies without clear missions.
* **Work Frustrations:** They dislike unclear goals and high-stress jobs.
* **Flexibility:** Hybrid or remote work setups are highly preferred.

**Manager Aspirations**

* **Positive Workplaces:** Only 17.8% are okay with abusive managers.
* **Work-Life Balance:** Most prefer an 8-hour workday.
* **Good Leadership:** They value supportive and goal-oriented managers.

**5. Who’s Involved (Stakeholders)**

1. **Gen Z Employees:** The main group whose preferences and needs were studied.
2. **HR Managers:** Responsible for hiring and keeping Gen Z talent.
3. **Company Leaders:** Shape workplace culture and values.
4. **Learning Specialists:** Create programs to help Gen Z develop skills.
5. **Tech Providers:** Build tools to enable flexible and remote work environments.

**6. What We Achieved**

* Created dashboards that make it easy to understand what Gen Z wants.
* Cleaned and organized the data for future use.
* Shared insights that companies can use to improve their hiring and workplace practices.

**7. Challenges We Faced**

1. **Messy Data:** Cleaning the data took time and effort.
2. **Honest Responses:** Some people were hesitant to share details about toxic work environments.
3. **Company Changes:** Not all companies can easily adapt to these insights.

**8. What We Learned**

1. Gen Z expects clear goals and values from their employers.
2. Hybrid work is a must for most Gen Z employees.
3. Supportive leadership is key to keeping them happy at work.

**9. Recommendations for the Future**

1. Offer scholarships or financial help for education.
2. Make hybrid work a standard option for employees.
3. Train managers to be supportive and transparent.
4. Involve parents and mentors in recruitment efforts since they influence Gen Z’s decisions.
5. Focus on creating personalized learning opportunities.

**10. Five Key Surprises (“Wow” Insights)**

1. **Hybrid Work is King:** Gen Z strongly prefers hybrid work models.
2. **Mission Clarity is Essential:** 72% won’t work for a company without a clear mission.
3. **Low Tolerance for Toxicity:** Only 17.8% tolerate abusive managers.
4. **AI is the Future:** Many are interested in AI-related jobs.
5. **Parental Influence:** Parents are the biggest influencers in Gen Z’s career choices.

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