Gen Z Career Aspirations – Power BI Insights

Insights for Head of Recruitment, HR & Employers

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Tool Used: Power BI
Dataset: Gen Z Career
Aspirations Survey

Project Overview

- This project focuses on understanding the career aspirations of Gen Z.
- The objective is to deliver actionable insights for:
    - Head of Recruitment
    - Head of HR
    - Employers
- The analysis highlights:
    - Manager Aspirations
   - Mission-driven Aspirations

Data & Methodology

- Survey-based dataset collected from Gen Z participants
- Total Participants: **3613**
- Total Pin Codes: **1828**
- Data cleaned and structured using Excel
- Dashboards and visuals created using Power BI
- KPIs, comparison charts, and slicers used for insights

Key Performance Indicators

- TOTAL PARTICIPANTS KPI SHOWS OVERALL SURVEY REACH

- TOTAL PIN CODES KPI REPRESENTS GEOGRAPHIC DIVERSITY

- THESE KPIS CONFIRM BROAD PARTICIPATION ACROSS REGIONS

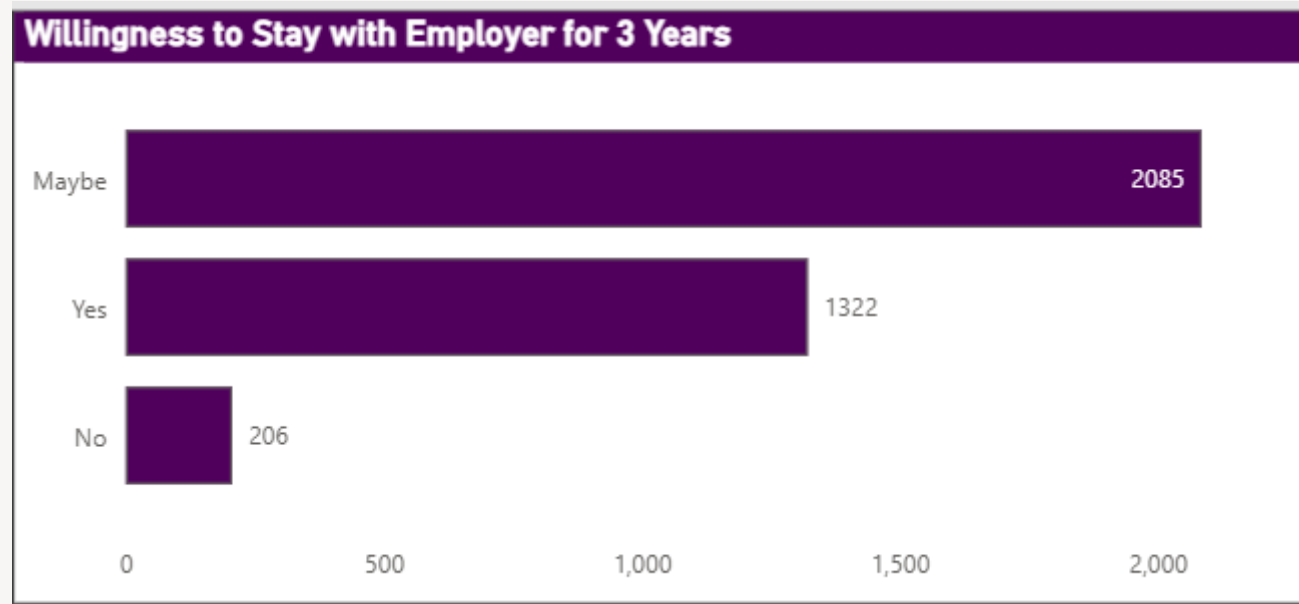| Total Participants |
|---|
| 3613 |

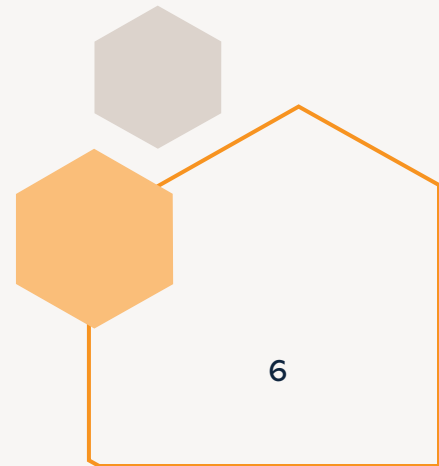| Pincode |
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| 1828 |
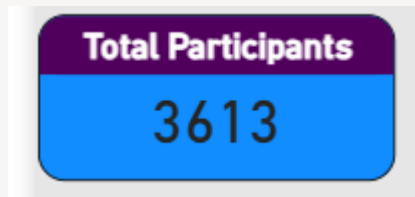
Employer Preferred Work Style
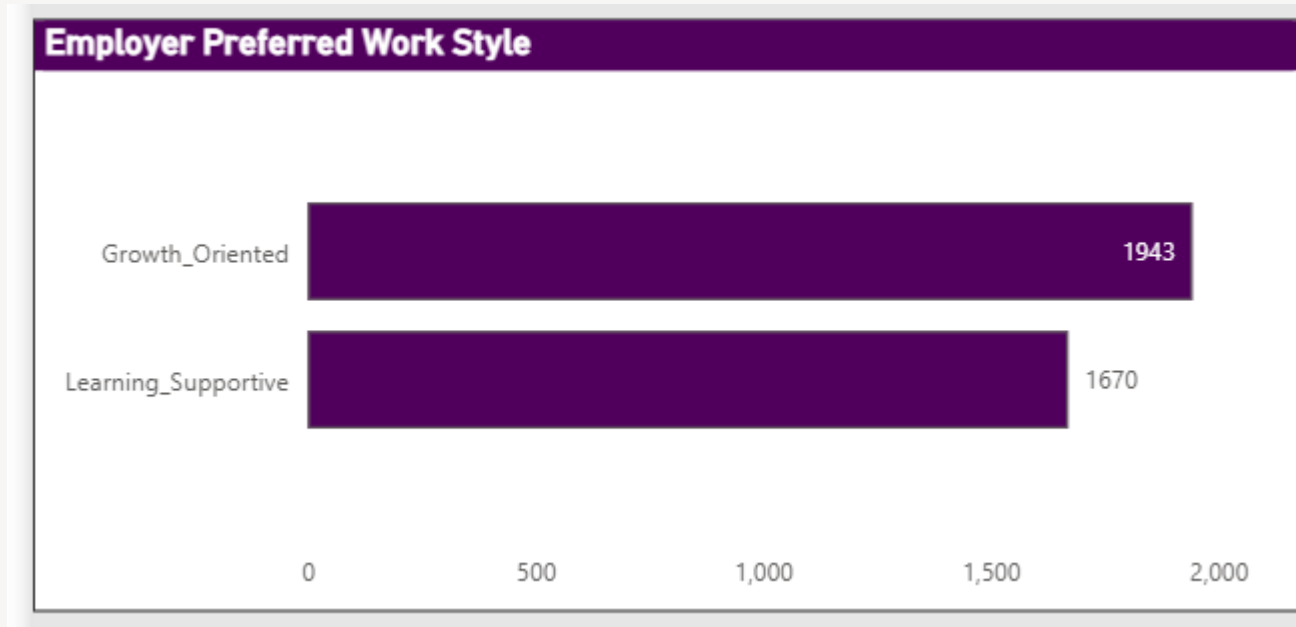
- Learning-supportive work environments are highly preferred

- Growth-oriented cultures are equally important

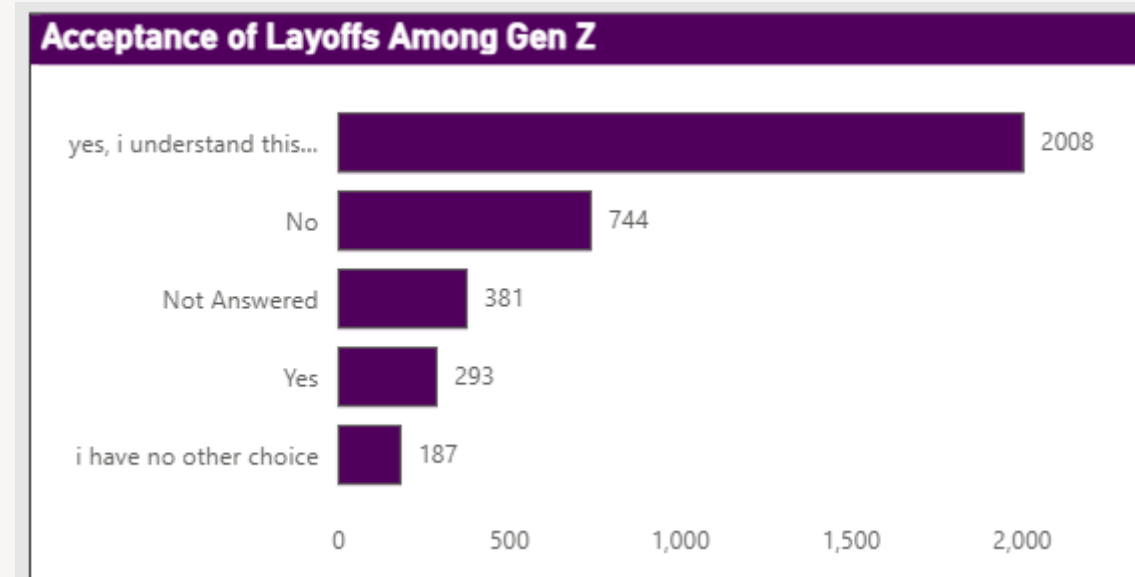- Gen Z expects mentorship, learning, and development opportunities

Willingness to Stay with Employer for 3 Years

Willingness to Stay with Employer for 3 Years

Maybe	2085
Yes	1322
No	206

0   500   1,000   1,500   2,000

- Majority of respondents selected "Maybe"

- Indicates uncertainty about long-term commitment

- Retention depends on growth, culture, and learning opportunities

Acceptance of Layoffs Among Gen Z

Acceptance of Layoffs Among Gen Z

yes, i understand this...	2008
No	744
Not Answered	381
Yes	293
i have no other choice	187

- Many Gen Z participants accept layoffs if justified

- Transparency and communication are critical

- Emotional security remains an important factor

Gender-based Insights
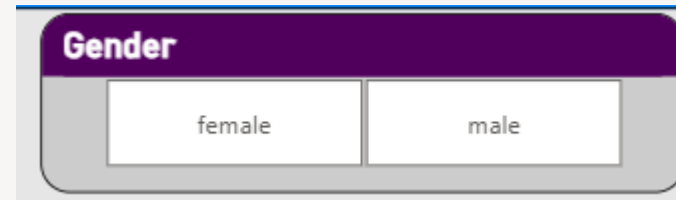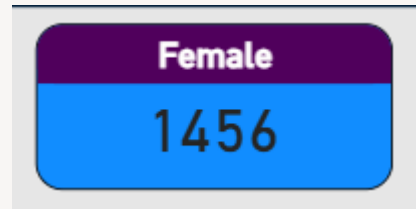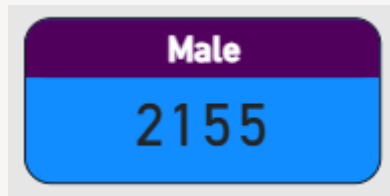
- Gender slicer enables comparison between male and female participants

- Preferences vary across genders for work style and stability

- Helps employers design inclusive and balanced HR policies

Key Insights

- Learning and growth are top priorities for Gen Z

- Long-term loyalty is conditional

- Mission and values influence career choices

- Data-driven insights improve recruitment decisions

Recommendations

- Build learning-focused work environments

- Train managers to act as mentors

- Improve transparency in organizational decisions

- Promote mission-driven employer branding

- Use data insights for inclusive hiring strategies

Thank you

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