UNDERSTANDING CAREER ASPIRATIONS OF GEN Z

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INTRODUCTION

Born between 1995 and 2012, Gen Z has different career aspirations than previous generations. As this generation enters the workforce, we witness the emergence of a dynamic environment fueled by diverse skill sets, unique perspectives, and rapid technological advancements. The scope includes analyzing trends and patterns among Gen Z respondents based on various factors.

Problem Statement:

There is a significant gap between Gen Z's career aspirations and the current labor market opportunities. Gen Z desires a work environment that aligns with their goals. They want flexibility, growth, work-life balance, and overall job satisfaction. When these needs are unmet, they have no hesitation in switching to a different company. As a result, employers struggle to attract and retain Gen Z employees and are now working to adapt their organizational structures to meet the expectations of this new generation.

Objective:

The aim of this project is to understand the career aspirations of Gen Z by analyzing the various factors that influence their career choices. The insights generated will help businesses and stakeholders align their strategies to meet the expectations of Gen Z more effectively.

KEY FINDINGS

- The top five influences on Gen Z's career aspirations are parents (34%), world leaders (22%), influencers (17%), acquaintances (14%), and social media (12%).

- 68% of respondents are interested in pursuing higher education abroad, with 22% requiring external funding or sponsorship to do so.

- 82% of respondents are unwilling to work under an unprofessional manager, indicating a strong preference for leadership quality.

- Only 37% of respondents are willing to remain with the same company for three or more years, suggesting a tendency toward shorter job commitments.

- In terms of work arrangements, only 20% prefer working from the office, while 48% and 33% prefer hybrid and remote work setups, respectively.

- Most respondents prefer to work for 6–8 hours per day.

- In India, most Gen Z respondents expect a starting monthly salary of ₹31,000 to ₹40,000, with aspirations for ₹50,000+ after three years, and ₹150,000+ after five years.

WOW INSIGHTS

- Gen Z has a low tolerance for abusive managers; most prefer leaders who communicate expectations, set clear goals, and assist in achieving them.

- Common challenges they face include unclear job roles, office politics, unsupportive managers, the need for frequent upskilling, highly stressful work environments, and a lack of transparency among peers and superiors.

- Gen Z is more inclined to seek career opportunities that challenge them, foster learning, and offer rewards.

- Family and influential figures play a more significant role in career decisions than peers do.

- There is a strong preference for maintaining a healthy work-life balance.

- For Gen Z employees, flexibility holds equal importance to salary.

RECOMMENDATIONS

- HR managers should align recruitment strategies with the values and priorities of Gen Z, focusing on social impact and mental health.

- Educational institutions should align their coursework with industry demands and the career aspirations of Gen Z to ensure that graduates are job-ready.

- Companies should place a stronger emphasis on providing career development opportunities and flexible work arrangements.

- Gen Z should actively work on their skills to meet the evolving demands of the job market.

- Counselors should tailor their guidance and resources to effectively steer this generation toward the right career paths.
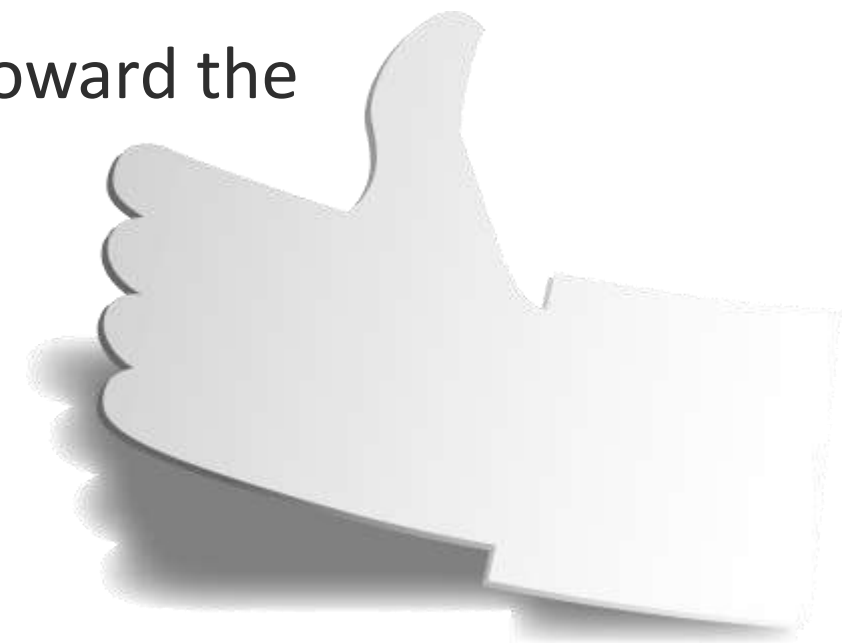
TAKEAWAYS

- Problem statement documentation using the 5W1H Framework ensured a structured approach to the project.

- Data Cleaning in Excel, including handling missing values and maintaining data consistency resulted in a well-prepared dataset for accurate analysis.

- Utilizing Pivot Tables, Charts, Filters, and Slicers.

- Dashboard Creation for visualization of data.

- Importing large dataset into MySQL and executing queries to extract relevant information enhanced my ability to answer specific business questions and make data-driven decisions.

THANK YOU!

Any questions?