Business Questions

1: **What industries are Gen-Z most interested in pursuing careers in?**

SELECT career, COUNT(\*) AS interest\_count

FROM (

SELECT `Closest Aspirational Career -1` AS career FROM genz\_survey\_data

UNION ALL

SELECT `Closest Aspirational Career - 2` FROM genz\_survey\_data

UNION ALL

SELECT `Closest Aspirational Career - 3` FROM genz\_survey\_data

UNION ALL

SELECT `Closest Aspirational Career - 4` FROM genz\_survey\_data

) AS all\_careers

WHERE career IS NOT NULL AND career != 'Not specified'

GROUP BY career

ORDER BY interest\_count DESC;

Insights -

* **Technology** is the most preferred industry among Gen-Z, followed by strong interest in the **Education** sector.
* These preferences suggest a focus on **innovation**, **digital skills**, and **knowledge-sharing careers**.

**2: Top factors influencing Gen-Z’s career choices**

SELECT `Factors Influencing`, COUNT(\*) AS frequency

FROM genz\_survey\_data

GROUP BY `Factors Influencing`

ORDER BY frequency DESC;

Insights-

* **Parental influence** is a leading factor in Gen-Z career decision-making.
* This indicates the continued importance of **family guidance** in shaping aspirations, even in a digitally independent generation.

**3. What is the desired work environment for Gen-Z?**

SELECT `Preferred Work Environment`, COUNT(\*) AS count

FROM genz\_survey\_data

GROUP BY `Preferred Work Environment`

ORDER BY count DESC;

Insights-

* Gen-Z overwhelmingly prefers a **Remote work setup**, valuing **flexibility**, **autonomy**, and **work-life integration**.
* Hybrid options are considered secondary, with in-office being the least preferred.

**4. How do financial goals (salary & benefits) impact career aspirations?**

SELECT

AVG((

CAST(SUBSTRING\_INDEX(`Expected Salary (1-3 Yrs)`, 'k', 1) AS UNSIGNED) +

CAST(SUBSTRING\_INDEX(SUBSTRING\_INDEX(`Expected Salary (1-3 Yrs)`, 'to ', -1), 'k', 1) AS UNSIGNED)

) / 2 \* 1000) AS avg\_salary\_1\_3,

AVG((

CAST(SUBSTRING\_INDEX(`Expected Salary (5 Yrs)`, 'k', 1) AS UNSIGNED) +

CAST(SUBSTRING\_INDEX(SUBSTRING\_INDEX(`Expected Salary (5 Yrs)`, 'to ', -1), 'k', 1) AS UNSIGNED)

) / 2 \* 1000) AS avg\_salary\_5

FROM genz\_survey\_data;

Insights-

* The **majority of Gen-Z in India** consider **salary and benefits as critical** when choosing a career path.
* There is a clear expectation of **financial growth**, with salary projections increasing substantially within 5 years.

**5. What role do personal values and social impact play?**

SELECT

AVG(CAST(`Social Impact Preference` AS UNSIGNED)) AS avg\_social\_impact,

AVG(CASE

WHEN `Mission Clarity Preference` = 'Yes' THEN 1

ELSE 0

END) AS mission\_clarity\_score,

AVG(CASE

WHEN `Mission-Action Alignment` = 'Will Work' THEN 1

ELSE 0

END) AS alignment\_score

FROM genz\_survey\_data;

Insights -

* On a scale of 5–10, a significant proportion of Gen-Z in India ranks **personal values and social impact** as important in career choices.
* This highlights a shift toward **purpose-driven careers**, where **ethical alignment** and **social contribution** matter alongside compensation.