

Understanding the Aspirations of Gen Z

KultureHire Data Analytics Internship

Sneha Ghosh

Aspiring Data Analyst | Power BI Enthusiast | Excel Storyteller | SQL Explorer

August 2025



Project Roadmap: *Gen Z Career & Learning Aspirations*

Defining the Core Problem

Outlined the key questions driving the analysis: What shapes Gen-Z's career paths? What do they truly seek in an employer?

Data Standardization using SQL

Leveraged SQL to streamline inconsistencies, reformat categories, and create analytical clarity across diverse fields.

Exploratory Dashboard in Power BI

Built a general Power BI dashboard to visualize high-level KPIs, trends, and response distributions across segments.

Insight Synthesis & Recommendations

Translated numbers into narratives.
Offered targeted suggestions for recruiters, educators, and employers based on trends.

Data Familiarization & Exploration

Initiated with a raw Gen-Z career survey dataset. Performed initial profiling to grasp structure, patterns, and context.

Cleaning & Structuring Data in Excel

Nulls removed, field headers normalized, redundancies resolved. Raw chaos turned into structured insight potential.

SQL-Based Insight Mining

Queried the cleaned data to uncover patterns in preferences, motivations, salary expectations, and influence sources.

Focused Dashboards

Designed two focused dashboards around Gen-Z's career vision and learning goals — each with KPIs, slicers, and insights.



Stage 1: Data Familiarization & Exploration

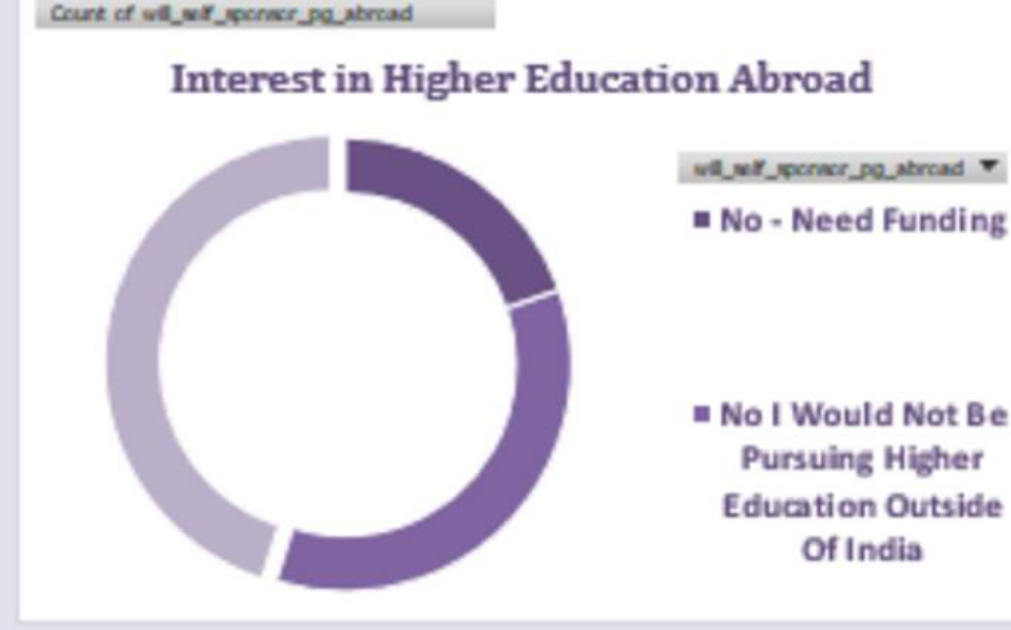
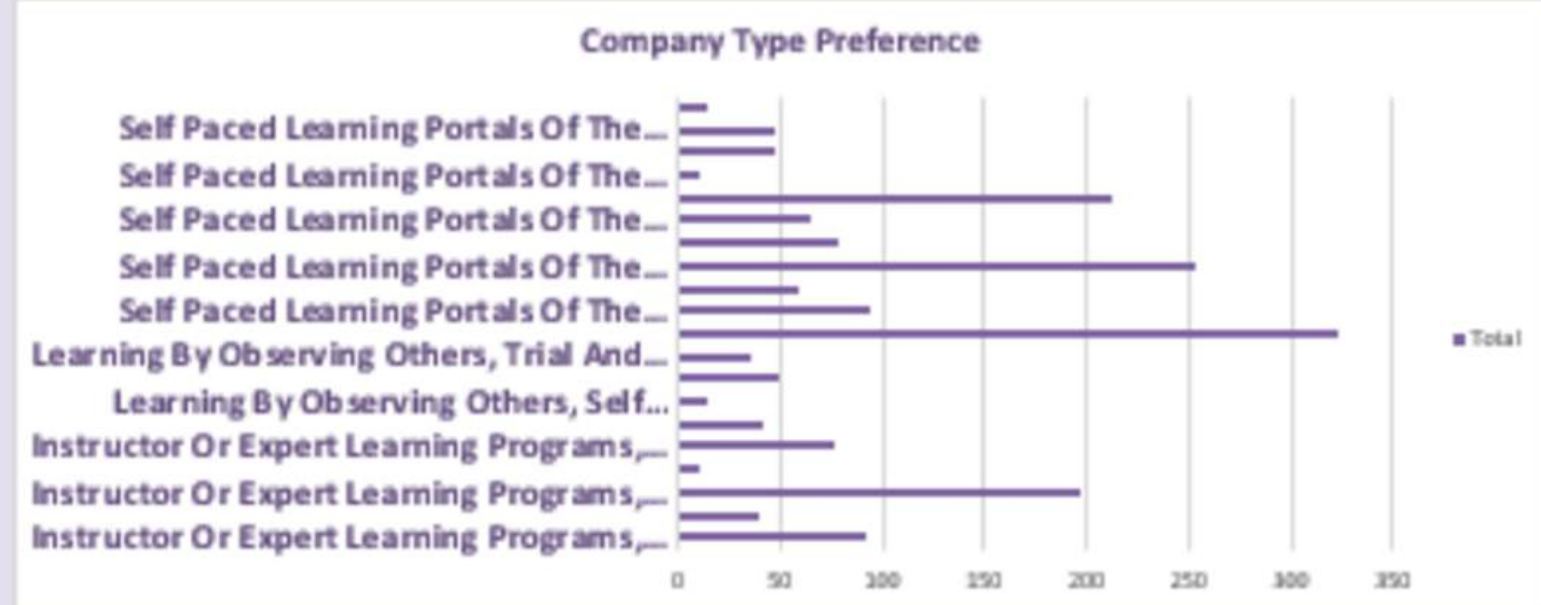
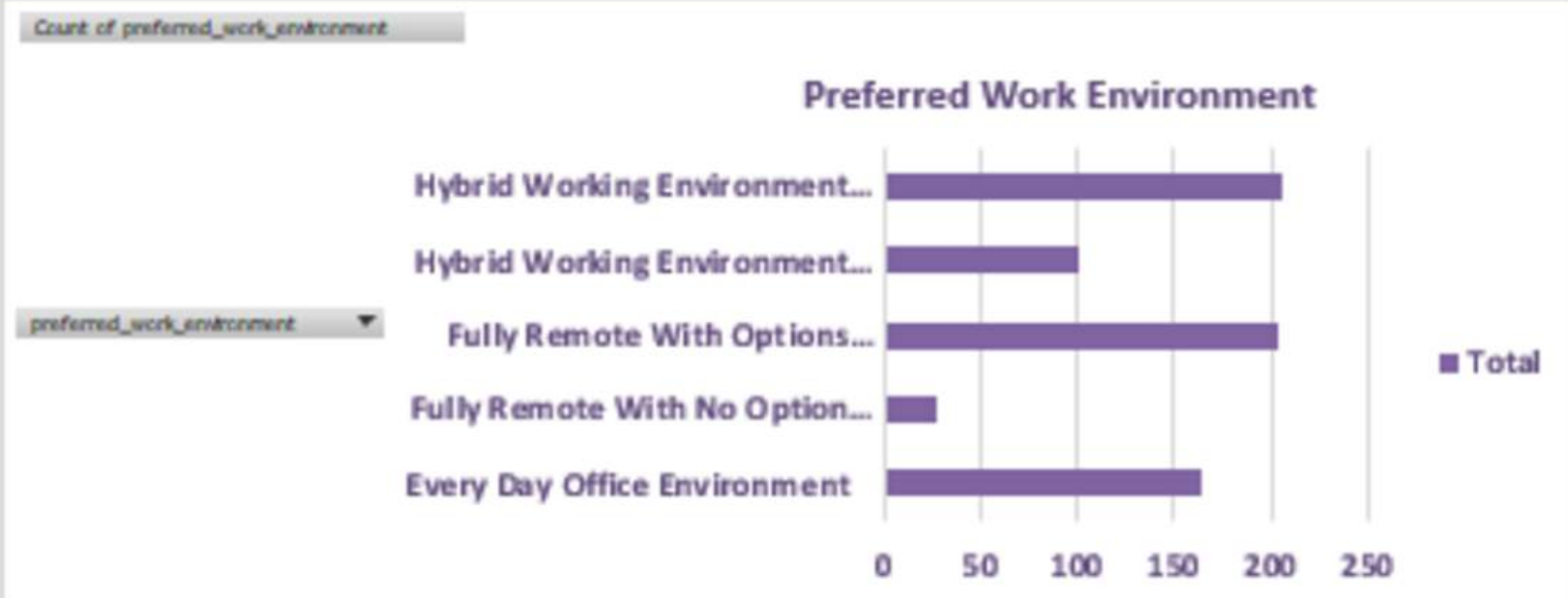
Decoding the Dataset

*Unwrapping the raw responses to understand
Gen-Z's digital voice*

Empowering Gen-Z: Career Aspirations Dashboard

 Total Participants
1764

 Unique Pin Codes
1065





Stage 2: Defining the Core Problem

Framing the Why

*Identifying the real-world questions beneath
the survey noise*

Business Problem Statement

As Generation Z (born 1997–2012) enters the workforce, a disconnect has emerged between what they seek in jobs and what employers are offering. Gen Z feels ignored or overlooked in the hiring process, often missing out on their ideal roles. At the same time, employers face challenges in both attracting and retaining Gen Z talent. High turnover rates, mismatched expectations, and engagement issues plague companies trying to modernize their work culture.

Understanding what Gen Z values in a job—beyond compensation—and aligning that with employer offerings is critical for sustainable workforce development. This paper uses the 5W1H framework to explore the issue from both Gen Z and employer perspectives, aiming to identify mismatches and propose solutions.



What is the problem?

- Gen Z job seekers feel disconnected from the roles and workplaces they enter.
- Employers struggle to align with Gen Z's expectations around work culture and purpose.



Why is this happening?

- A generational mismatch in values — Gen Z prioritizes impact and autonomy over hierarchy.
- Traditional hiring models fail to reflect Gen Z's evolving mindset.



Who is involved?

- Key actors include Gen Z professionals, corporate recruiters, and university placement teams.
- The friction arises between modern candidate behaviors and conventional corporate expectations.



Where is the issue most visible?

- Urban and competitive job markets show the highest disconnect, especially in tech and media.
- Online communities and exit interviews reflect consistent dissatisfaction.



When does the gap appear?

- Gaps surface during recruitment and early onboarding stages.
- Unrealistic job descriptions and culture misrepresentation accelerate disengagement.



How is it being addressed (or not)?

- Progressive firms experiment with value-based hiring and flexible environments.
- However, many remain rigid, widening the gap between intent and retention.

Organizing the Findings

What Gen Z Wants:

Priority	Description
Flexibility	Remote/hybrid work, non-traditional hours
Purpose	Social impact, sustainability, ethics
Mental Health	Wellness support, therapy coverage
Career Growth	Rapid advancement, clear learning paths
Communication	Open feedback, transparency
Compensation	Fair pay, meaningful perks

Employer Pain Points:

Challenge	Description
Retention	High turnover, job-hopping
Communication Gaps	Misunderstood expectations
Skills Mismatch	Theory-heavy degrees vs practical skills
Ghosting	No-shows in interviews or early quitting
Culture Resistance	Inflexibility to modern work culture

Mismatches Identified:

Gen Z Expectation	Employer Reality
Remote work	Office-first policies
Purpose-driven work	Profit-first mindset
Fast growth	Slow or unclear promotion tracks
Mental health support	Hustle culture
Transparent leadership	Hierarchical communication

Next Steps & Recommendations

1. Tailor job roles to emphasize flexibility, purpose, and future growth.
2. Introduce structured onboarding and peer mentoring for Gen Z hires.
3. Track Gen Z sentiment through forums, reviews, and social trends.
4. Pilot hybrid setups and collect real-time feedback from new joiners.
5. Build a transparent, feedback-driven, and value-centric workplace culture.

Personal Reflection: My Thoughts on the Gen-Z Shift

Working on this project gave me a deeper understanding of how drastically the workplace is evolving. Gen Z isn't just entering the workforce — they're redefining its rules. Their emphasis on purpose, mental well-being, flexibility, and continuous growth is not a passing trend; it's a cultural reset. What struck me most is how often their needs are misunderstood. They're not disengaged — they're seeking meaning. They're not demanding — they're selective. And rightly so.

Conclusion

Gen Z isn't just entering the workforce — they're reshaping it. Their priorities signal a deeper shift in how work is defined and valued. By aligning with their values and leveraging real insights, employers can foster loyalty, innovation, and long-term growth. This project bridges data and experience to help employers adapt, evolve, and connect meaningfully with the next generation of talent.

“This isn't just a talent trend — it's a transformation. Those who fail to evolve won't just lose Gen Z... they'll lose relevance.”



Stage 3: Cleaning & Structuring Data in Excel

Bringing Order to Chaos

*Shaping cluttered spreadsheets into
structured clarity*

In which industry or sector do you aspire to build your career? OR In which industry do you currently work?

- ☐ Healthcare
- ☐ Finance
- ☐ Technology
- ☐ Business

What factors are important to you in a work environment? *

- ☐ Work-life balance
- ☐ Competitive Salary
- ☐ Learning and healthy environment at office
- ☐ Co-operative employer/co-workers
- ☐ other

What type of communication style do you prefer in a workplace? *

- ☐ Open and transparent communication
- ☐ Hierarchical and structured communication
- ☐ Mix of both
- ☐ other



Sneha Ghosh • You

Aspiring Data Analyst | Power BI • Excel • SQL | Dashboard Designer | Data-Driven Decisi...
2d •

We at **KultureHire** are trying to understand your career aspirations so that we could come up with some programs for the benefit of the larger Gen Z community and also help a lot of organizations understand about you.

Rest assured, we are not collecting any personal data. However, to ensure the authenticity of responses, please log in to your account before filling this form.

Your input is valuable!
Thank you for being a part of this journey!

Google form:

Your Career Aspirations

We at KultureHire are trying to understand your career aspirations so that we could come up with some programs for the benefit of the larger Gen Z community and also help a lot of organizations understand about you.

You have to login to your account to answer this, but we are not collecting any personal data through this survey.

Please be absolutely honest about giving your answers as this might be used for understanding the larger Generation Z community.

Your email will be recorded when you submit this form.

* Indicates required question

Your Current Country. *

India

Canada

Your Career Aspirations

docs.google.com • 1 min read





Stage 4: Data Standardization using SQL

Standardizing for Scale

*Transforming messy values into consistent,
query-ready data*



Question 1: How many Male have responded to the survey from India ?

Question 2: How many Female have responded to the survey from India ?

Question 3: How many of the Gen-Z are influenced by their parents in regards to their career choices from India ?

Question 4: How many of the Female Gen-Z are influenced by their parents in regards to their career choices from India ?

Question 5: How many of the Male Gen-Z are influenced by their parents in regards to their career choices from India ?

Question 6: How many of the Male and Female (individually display in 2 different columns, but as part of the same query) Gen-Z are influenced by their parents in regards to their career choices from India ?


Question 7: How many Gen-Z are influenced by Media and Influencers together from India ?

Question 8: How many Gen-Z are influenced by Social Media and Influencers together, display for Male and Female separately from India ?

Question 9: How many of the Gen-Z who are influenced by the social media for their career aspiration are looking to go abroad ?

Question 10: How many of the Gen-Z who are influenced by "people in their circle" for career aspiration are looking to go abroad?





```
SELECT COUNT(*) AS Male_Respondents
FROM career_responses
WHERE LOWER(gender) = 'male'
AND LOWER(current_country) = 'india';
```

```
SELECT COUNT(*) AS Female_Influenced_By_Parents
FROM career_responses
WHERE LOWER(gender) = 'female'
AND LOWER(career_influence_factor) LIKE '%parent%'
AND LOWER(current_country) = 'india';
```

```
SELECT COUNT(*) AS Media_And_Influencers
FROM career_responses
WHERE LOWER(career_influence_factor) LIKE '%media%'
AND LOWER(career_influence_factor) LIKE '%influencer%'
AND LOWER(current_country) = 'india';
```

```
SELECT COUNT(*) AS Female_Respondents
FROM career_responses
WHERE LOWER(gender) = 'female'
AND LOWER(current_country) = 'india';
```

```
SELECT COUNT(*) AS Male_Influenced_By_Parents
FROM career_responses
WHERE LOWER(gender) = 'male'
AND LOWER(career_influence_factor) LIKE '%parent%'
AND LOWER(current_country) = 'india';
```


```
SELECT COUNT(*) AS SocialMedia_Abroad
FROM career_responses
WHERE LOWER(career_influence_factor) LIKE '%social media%'
AND LOWER(will_self_sponsor_pg_abroad) = 'yes';
```

r4er

```
SELECT COUNT(*) AS Influenced_By_Parents
FROM career_responses
WHERE LOWER(career_influence_factor) LIKE '%parent%'
AND LOWER(current_country) = 'india';
```

```
SELECT gender,
       COUNT(*) AS Count_Influenced_By_Parents
FROM career_responses
WHERE LOWER(career_influence_factor) LIKE '%parent%'
AND LOWER(current_country) = 'india'
GROUP BY gender;
```

```
SELECT COUNT(*) AS Circle_Abroad
FROM career_responses
WHERE LOWER(career_influence_factor) LIKE '%people in their circle%'
AND LOWER(will_self_sponsor_pg_abroad) = 'yes';
```





Stage 5: SQL-Based Insight Mining

Asking the Right Questions

Unveiling hidden patterns with precise SQL interrogation

1. Which industries are most preferred by Gen-Z for their careers?

```
SELECT preferred_company_type AS Industry,
       COUNT(*) AS Response_Count
FROM career_responses
WHERE preferred_company_type IS NOT NULL
GROUP BY preferred_company_type
ORDER BY Response_Count DESC;
```

Result Grid	Filter Rows:	Export:
Industry	Response_Count	
▶ Not Specified	1587	
Mid Size Companies (251 To 1000 Employees)	57	
Corporations (3000+ Employees)	38	
Startups (51 To 250 Employees)	32	
Large Companies (1001 To 3000 Employees)	23	
Startups (Less Than 50 Employees)	19	

2. What are the primary factors shaping Gen-Z's career preferences?

```
SELECT career_influence_factor AS Influence_Factor,
       COUNT(*) AS Response_Count
FROM career_responses
WHERE career_influence_factor IS NOT NULL
GROUP BY career_influence_factor
ORDER BY Response_Count DESC;
```

Result Grid	Filter Rows:	Export:
Influence_Factor	Response_Count	
▶ My Parents	642	
People Who Have Changed The World For Better	384	
Influencers Who Had Successful Careers	287	
People From My Circle, But Not Family Members	245	
Social Media Like Linkedin	168	
Social Media Like Linkedin, Youtube, Instagram	18	
My Friends	7	
Movies	5	

3. What work environment does Gen-Z aspire to for their careers?

```
SELECT preferred_work_environment AS Work_Environment,
       COUNT(*) AS Response_Count
FROM career_responses
WHERE preferred_work_environment IS NOT NULL
GROUP BY preferred_work_environment
ORDER BY Response_Count DESC;
```

Result Grid	Filter Rows:	Export:
Work_Environment	Response_Count	
▶ Hybrid Working Environment With More Than 15...	535	
Fully Remote With Options To Travel As And W...	475	
Every Day Office Environment	406	
Hybrid Working Environment With Less Than 3 ...	254	
Fully Remote With No Option To Visit Offices	86	

4. How do Gen-Z's financial expectations influence their career planning?

```
SELECT expected_salary_3_years AS Salary_3_Yrs,  
       COUNT(*) AS Response_Count  
FROM career_responses  
WHERE expected_salary_3_years IS NOT NULL  
GROUP BY expected_salary_3_years  
ORDER BY Response_Count DESC;
```

	Salary_5_Yrs	Response_Count
▶	>151K	393
	91KTO110K	319
	71KTO90K	315
	111KTO130K	245
	50KTO70K	211
	131KTO150K	197
	30KTO50K	76

5. To what extent does social impact affect Gen-Z's career decisions?

```
SELECT work_without_social_impact AS Works_Without_Social_Impact,  
       COUNT(*) AS Response_Count  
FROM career_responses  
GROUP BY work_without_social_impact;
```

	Works_Without_Social_Impact	Response_Count
▶	6	191
	1	215
	5	379
	8	164
	7	213
	4	139
	10	125
	9	63
	3	162
	2	105



Stage 6: Exploratory Dashboard
in Power BI

Visualizing the Pulse

*Tracking Gen-Z's career heartbeat through
interactive dashboards*

Country

All



Total Responses

1062

Pin Code

All



Career Aspirations of Gen Z

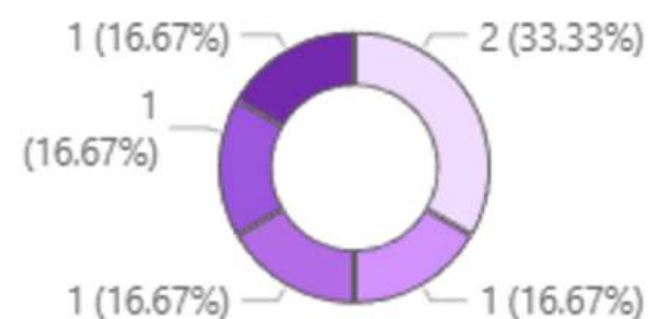
Gender

Female

Male

Other

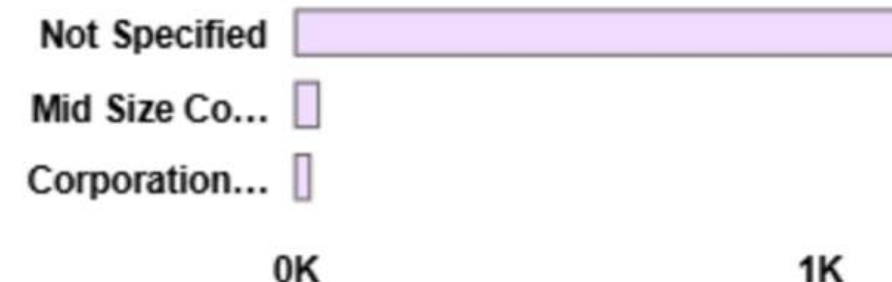
Preferred Work Setup of Gen-Z



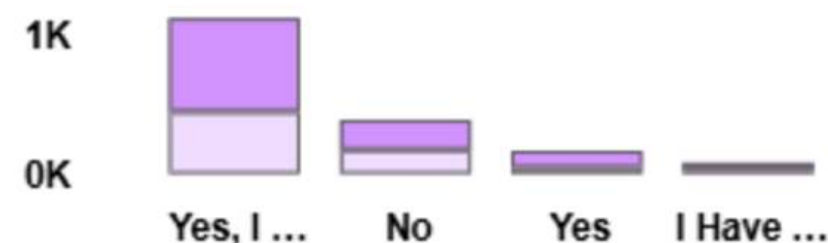
Top Work Frustrations



Preferred Company Types



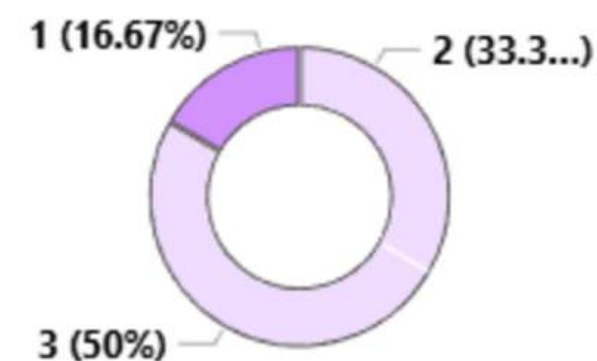
Will Work in Company with Layoffs



Ideal Manager Type



Work with Misaligned Mission?



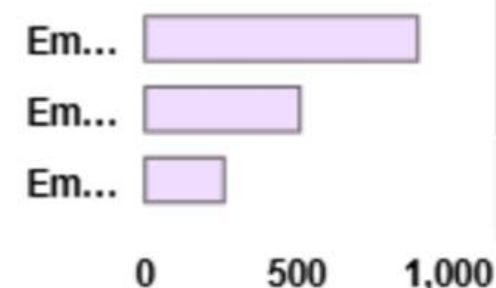
Work Without Clear Mission?



Expected Salary Growth (3 vs 5 Years)



Count of email by preferred_employers



Insights & Takeaways: Career Aspirations of Gen Z

- Hybrid work and flexibility dominate Gen-Z's preferred work setup.
- A majority of Gen-Z are open to joining companies with a history of layoffs.
- Managerial style and mission alignment heavily influence employer preference.



Stage 7: Focused Dashboards

Zooming into Priorities

Deep dives into Gen-Z's mission, mindset, and learning drives

Mission Aspirations of Gen Z

Participants

2K

Pin Code

1.066K

Male

1062

Female

701

Gender

Female

Male

Other

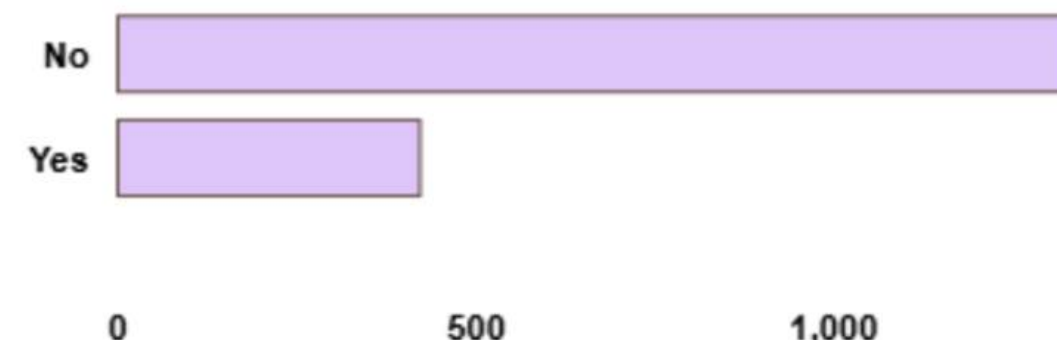
What makes Gen-Z happy at work?



What Drives Workplace Happiness for Gen Z



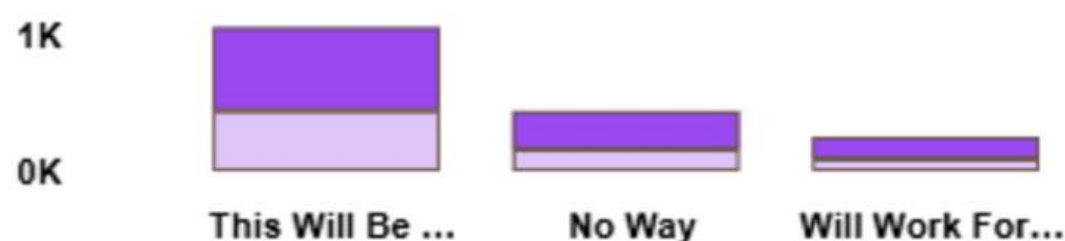
Impact of Misaligned Missions on Gen Z Career Choices



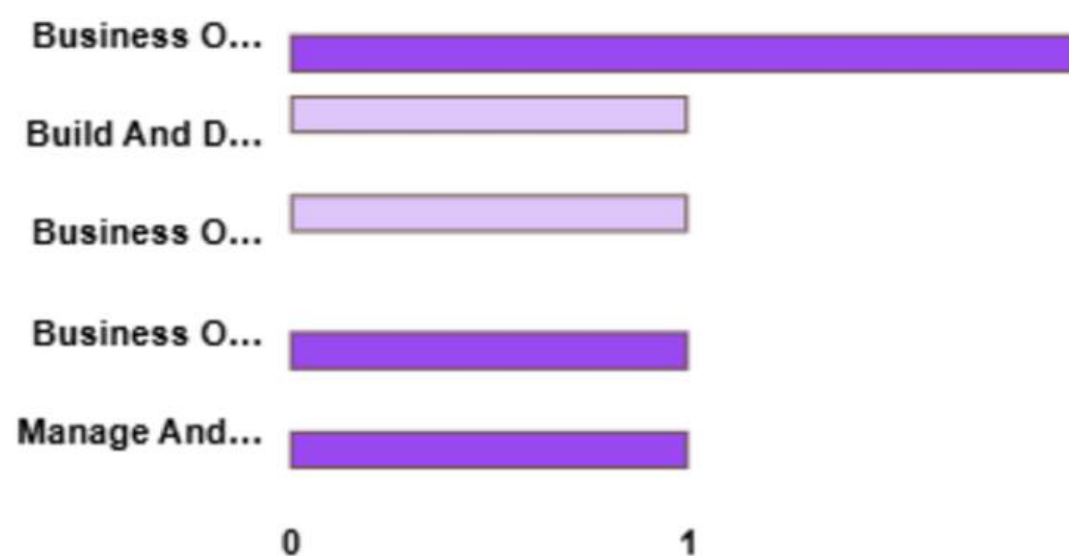
Willingness to Work for Low Social Impact Companies



Will Gen Z Stay Long-Term with Value-Aligned Employers



Top 5 Careers Gen Z are Aiming For



Insights & Takeaways: Manager Aspirations of Gen Z

- **Purpose-driven work is essential** — Gen-Z actively avoids employers without a clear, authentic mission.
- **Social impact is non-negotiable** — they seek roles where their work contributes to meaningful change in society.
- **Value alignment equals retention** — long-term commitment rises when company values match personal beliefs.
- **Authenticity builds trust** — transparent missions and consistent actions boost employer appeal significantly.

Manager Aspirations of Gen Z

Participants

2K

Pin Code

1.066K

Male

1062

Female

701

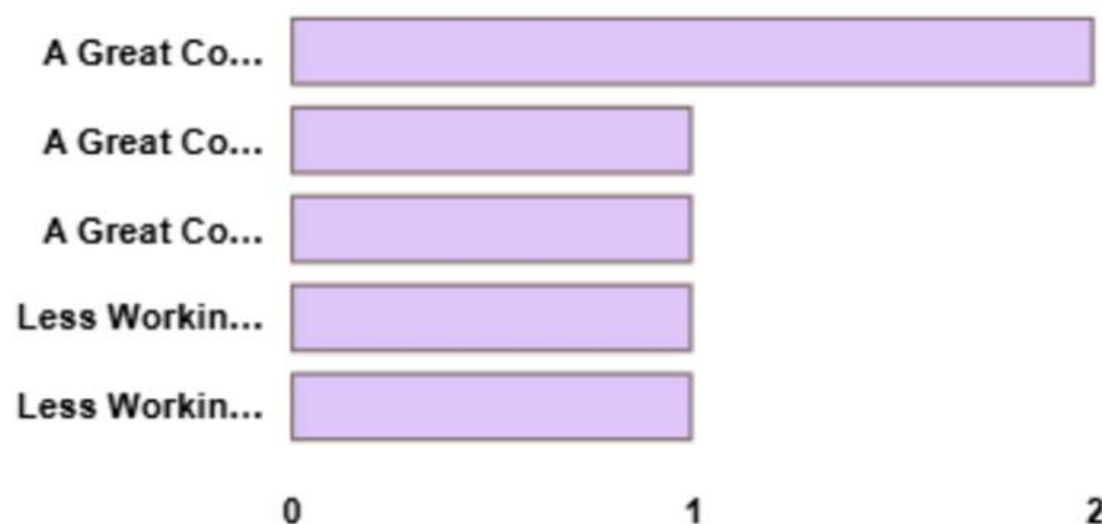
Gender

Female

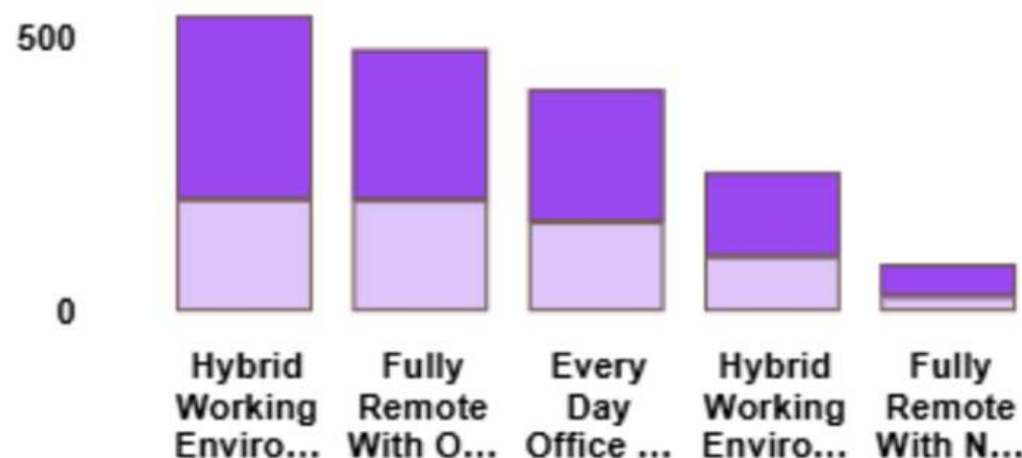
Male

Other

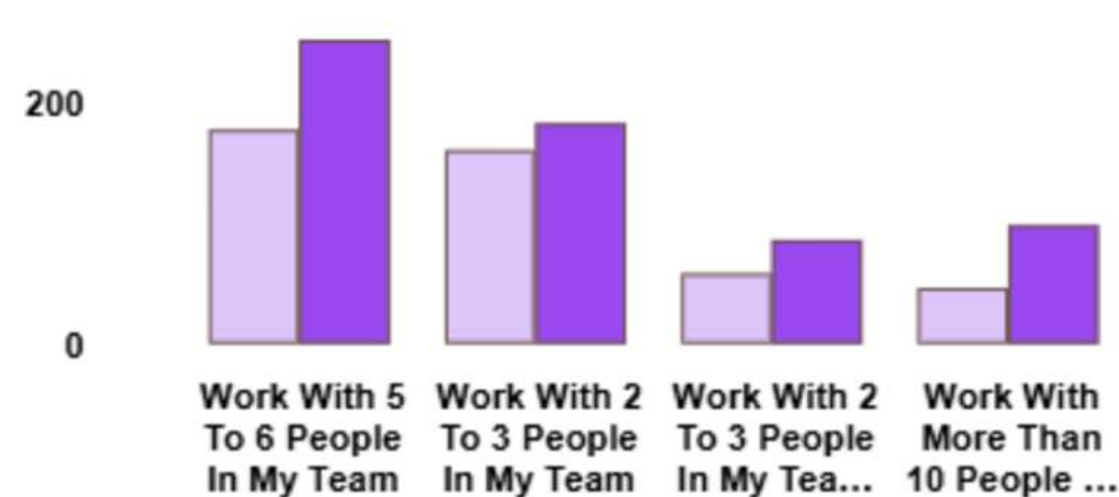
What makes Gen-Z happy at work?



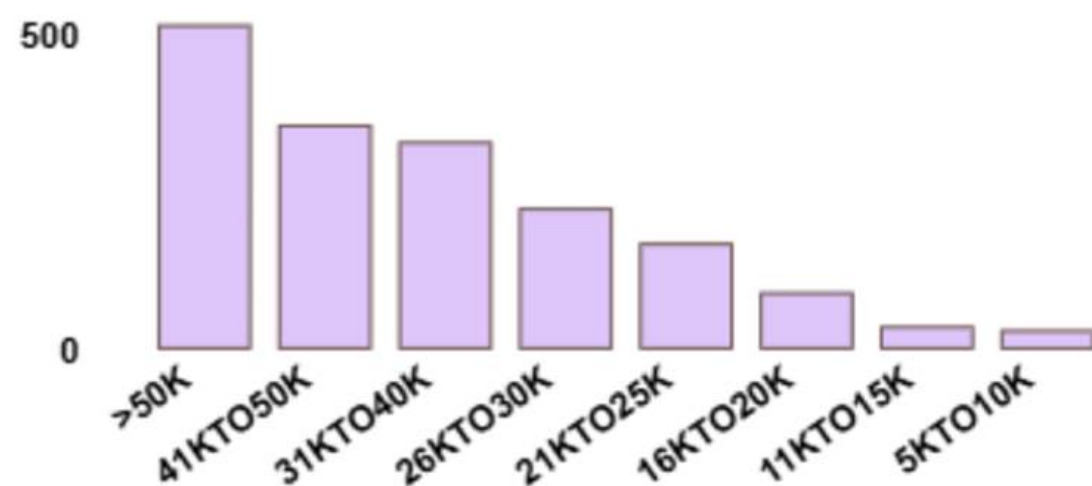
Shows Gen-Z's preferred setup: Remote, Hybrid, Office



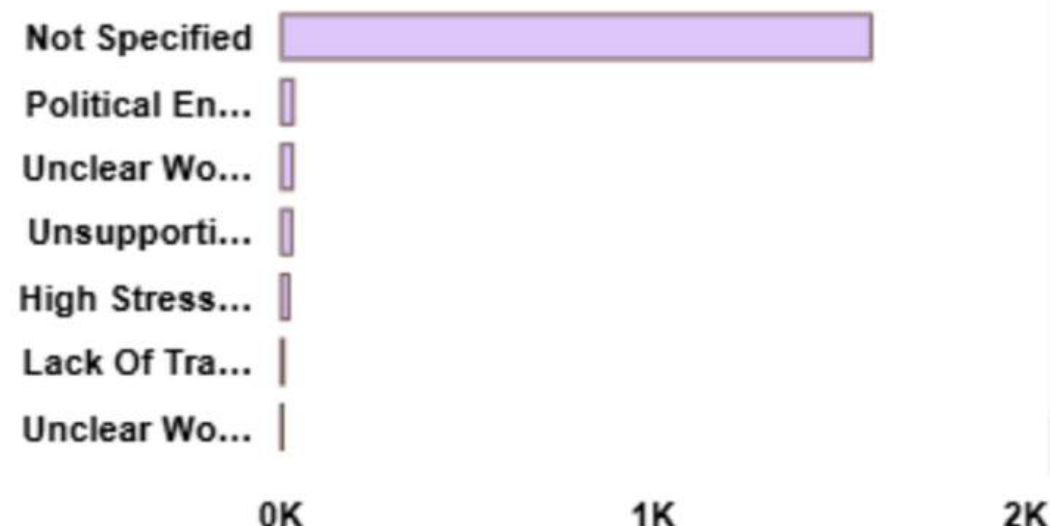
Gen Z Work Setup Preferences



Gen-Z's salary expectations by band



Key pain points Gen-Z faces



Insights & Takeaways: Manager Aspirations of Gen Z

- **Flexibility is a top priority** — hybrid and remote-first work setups are strongly preferred over rigid office-based roles.
- **Supportive leadership drives satisfaction** — Gen-Z values managers who guide with empathy, clarity, and purpose.
- **Toxicity is a deal-breaker** — unclear goals, political environments, and unsupportive managers frustrate Gen-Z the most.
- **Loyalty is conditional** — Gen-Z will commit long-term only if growth, transparency, and mission alignment are present.

33.2%

Prefer Hybrid

42.5%

Prefer Remote

24.3%

Prefer On-site

Learning Aspirations of Gen Z

Gender

Female

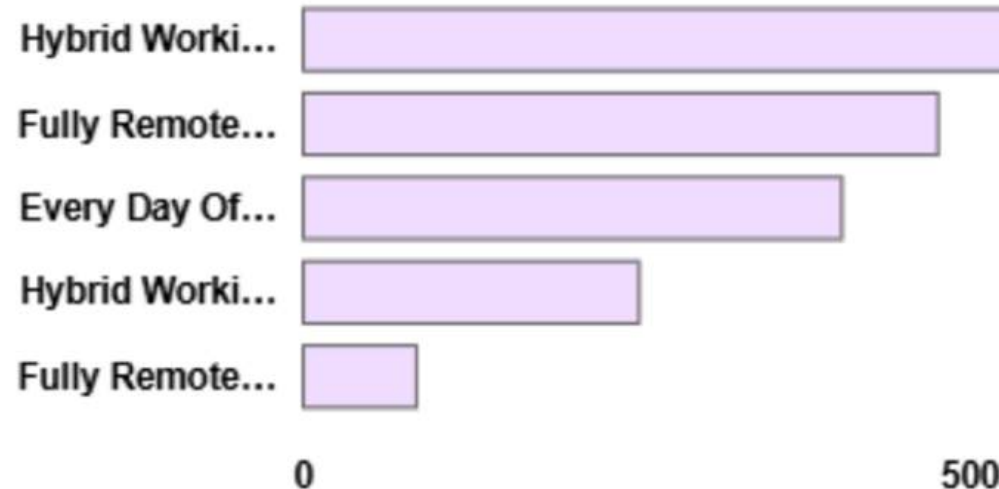
Male

Other

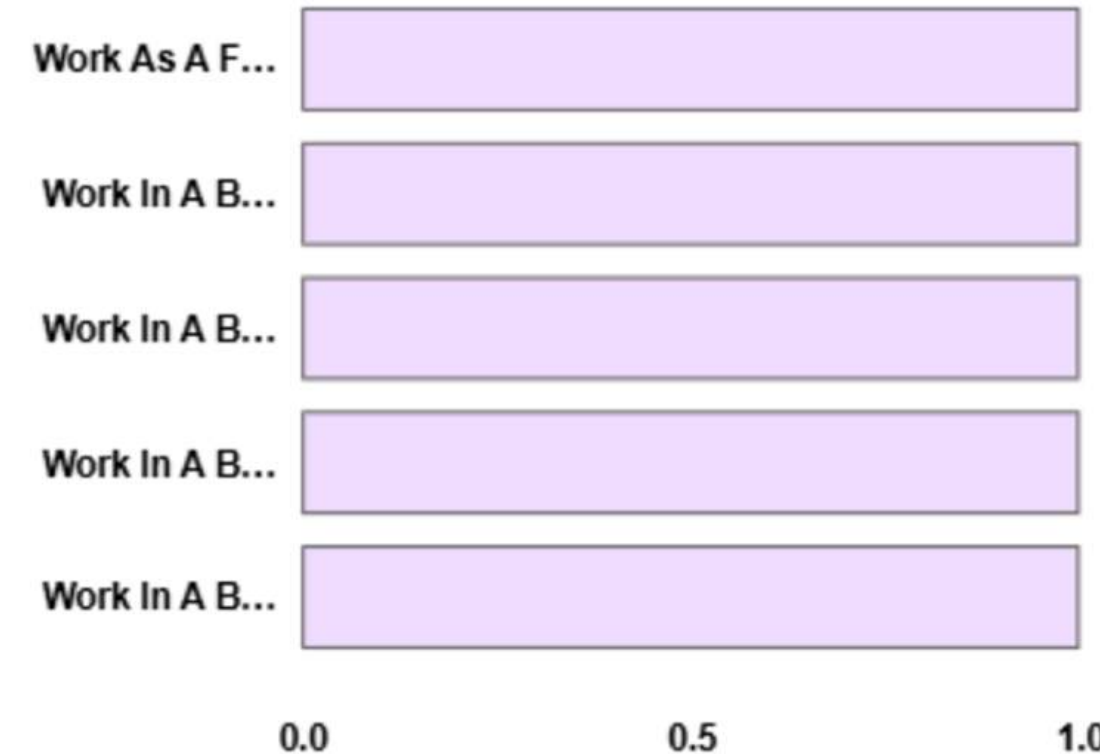
Preferred Work Environment of Gen Z



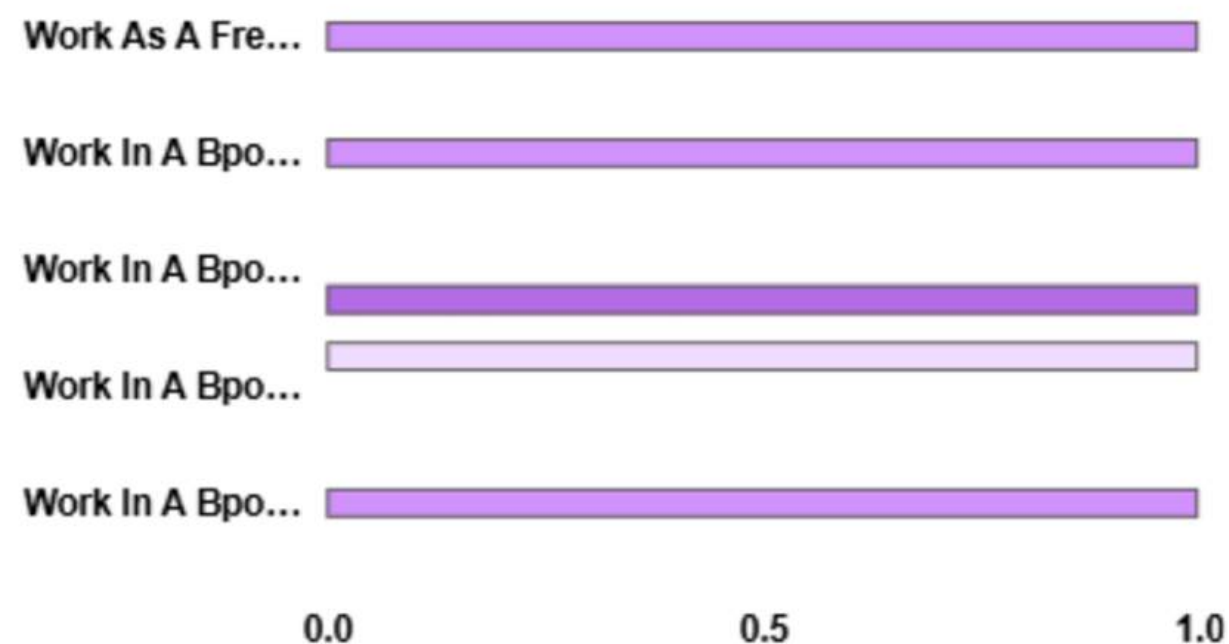
Gen Z Work Setup Preferences



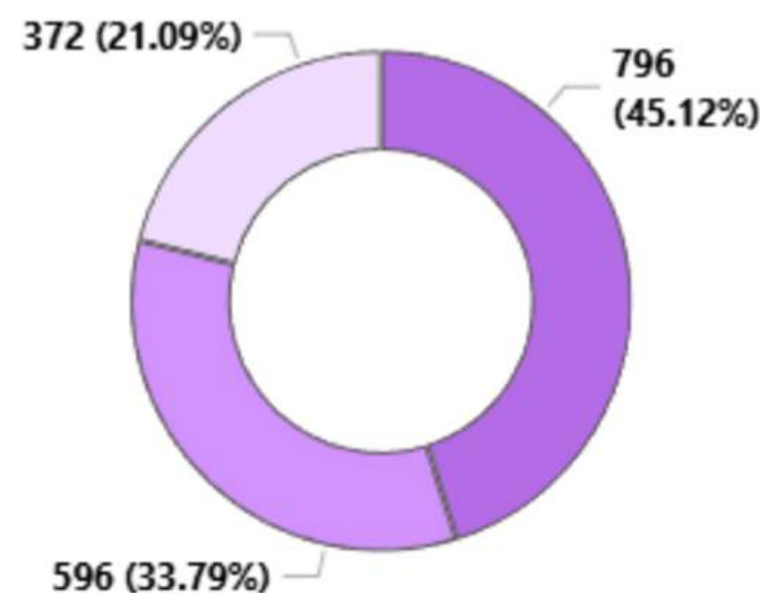
Top 5 Career Choices Among Gen Z



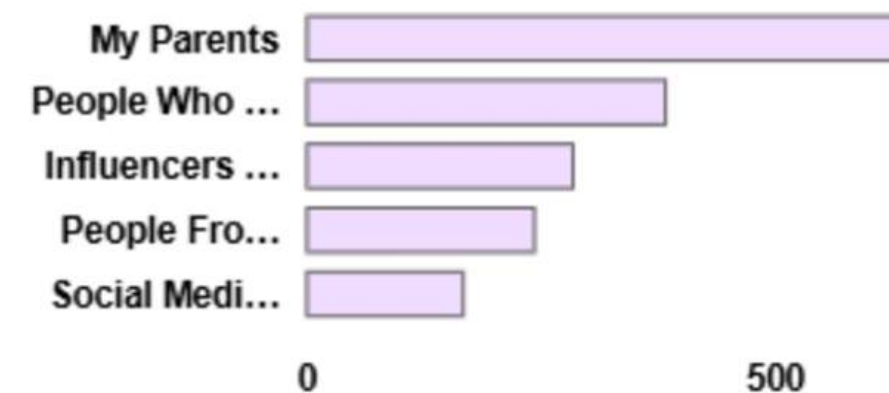
Top 5 Career Choices (Study Abroad Aspirants)



Willing to Self-Sponsor PG Education Abroad



Career Influence Factors





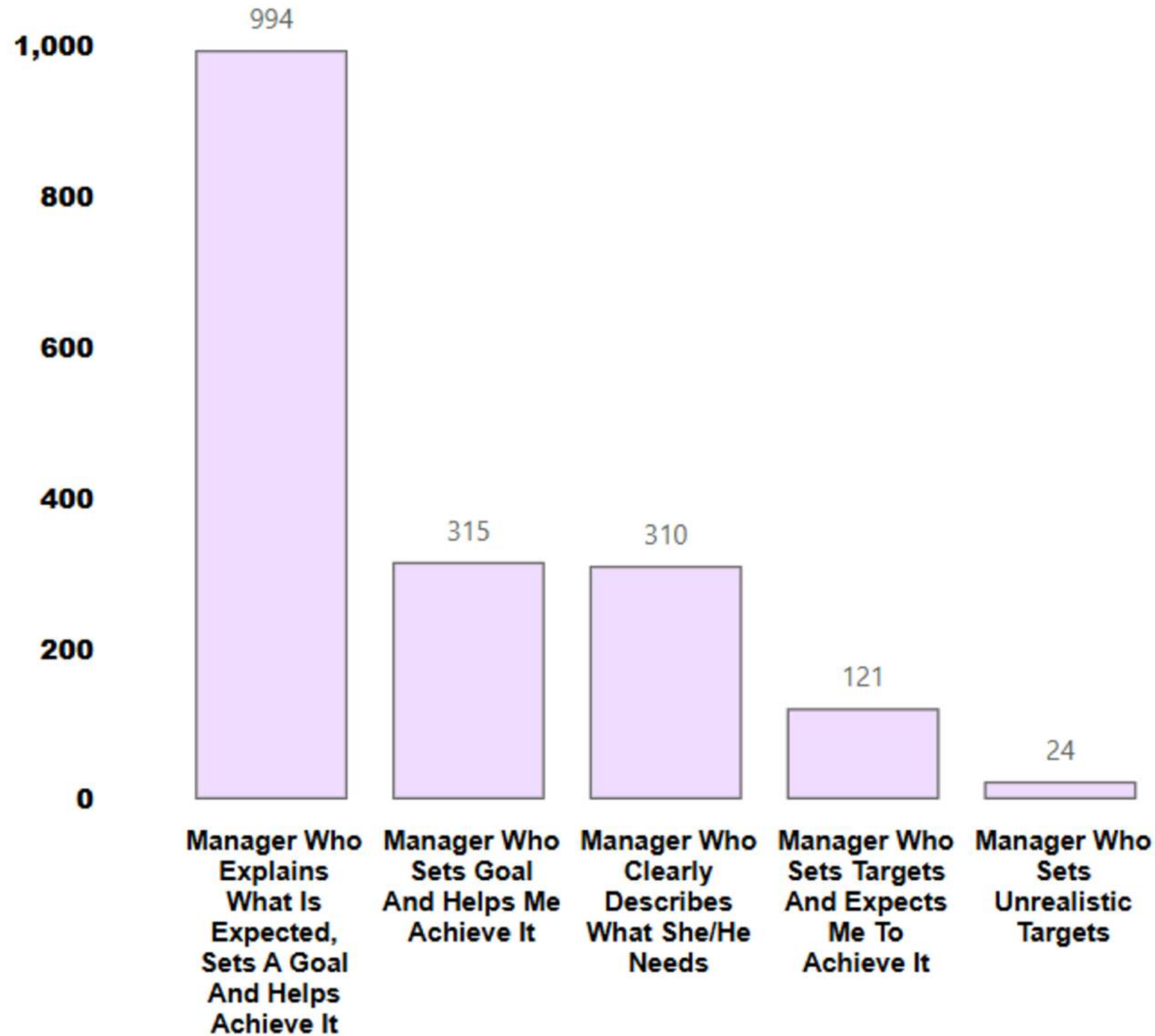
Stage 8: Insight Synthesis & Recommendations

From Data to Direction

*Turning observations into strategic takeaways
for stakeholders*

Insights

Gen Z wants to work for managers who offers



“

Problem:

Stagnant Growth

”

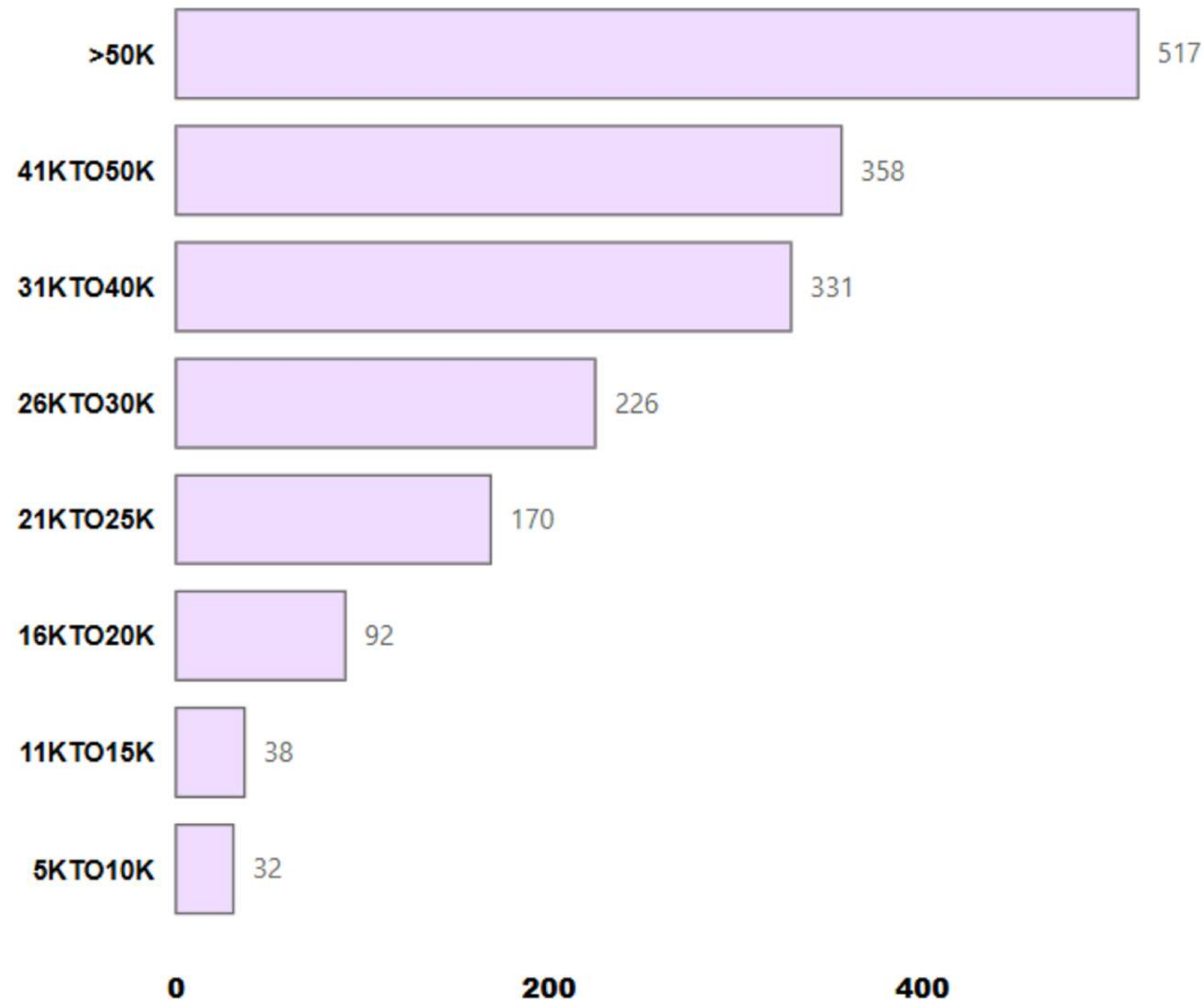
Recommendations:

1. Introduce internal mobility and career pathing.
2. Offer skill development workshops and microlearning.
3. Recognize and reward consistent performance.



Insights

Salary Expectation for 3-year experience



“

Problem:

**Low
Compensation**

”

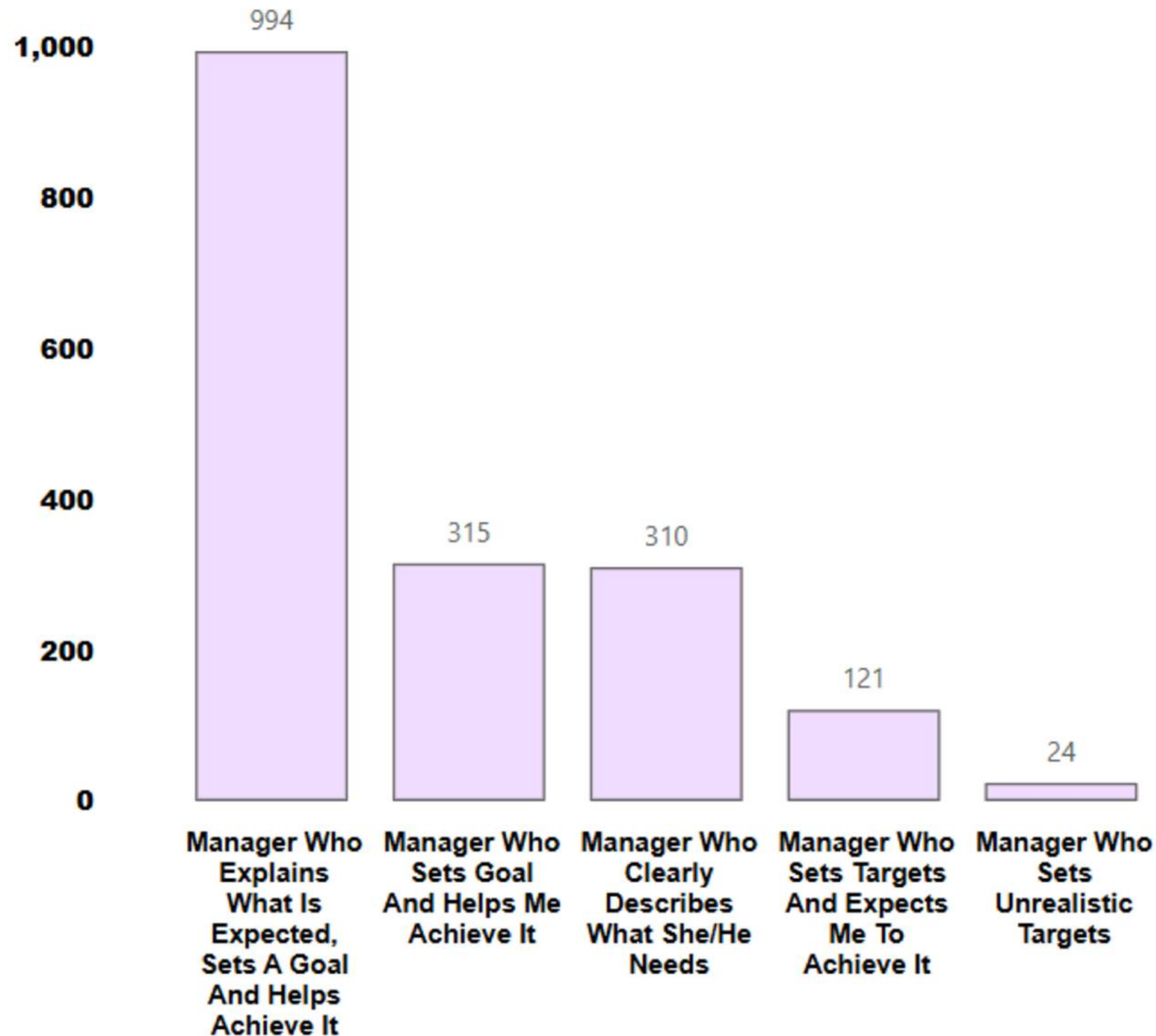
Recommendations:

1. Benchmark salaries regularly across roles and regions.
2. Offer transparent growth-linked pay structures.
3. Provide benefits that reflect Gen-Z values (e.g. wellness, flexibility).



Insights

Gen Z wants to work for managers who offers



“

Problem:

Poor Leadership

”

Recommendations:

1. Train managers in empathy, communication, and clarity.
2. Launch mentorship initiatives with clear expectations.
3. Conduct anonymous leadership feedback loops quarterly.



Thank You!



Let's connect

<https://www.linkedin.com/in/sneha-ghosh-98aaa9337>