**5W1H Analysis: Gen Z in the Workforce**

**Problem Statement:**

The project mainly aims to understand the career aspirations of Generation Z, who were confused to get the desired roles by employers. The project employs prescriptive and descriptive analytics to provide insights and recommendations for both freshers and employers, addressing the challenges faced by both sides

**1. What is happening?**

* Gen Z is facing confusion and difficulty in selecting career paths due to conflicting advice and pressures from family and societal expectations.
* There is a struggle between following personal interests versus conforming to external expectations, resulting in career decisions that may not align with their true aspirations and long-term goals.

**2. Why is that a problem?**

* The root cause is a communication gap between Gen Z and their parents or guardians, leading to potential misalignment between career choices and personal fulfillment.
* This misalignment can result in pursuing careers that do not meet individual passions or professional goals, affecting long-term satisfaction and success.

**3. When is this happening?**

* This issue has been ongoing and continues to be a relevant challenge for current and emerging members of Gen Z as they make pivotal career decisions.

**4. Where is this happening?**

* The problem is prevalent in contexts where cultural and familial expectations heavily influence career decisions, impacting individuals across various geographical and socio-economic backgrounds.

**5. Who is affected?**

* The primary group affected is Gen Z, specifically those born between 1995 and 2010, who are in the process of making career choices and starting their professional journeys.
* The secondary group affected includes parents and guardians whose expectations may inadvertently pressure Gen Z into paths that do not align with their own interests.

**6. How is this happening?**

* The issue manifests through a combination of societal norms, familial expectations, and insufficient guidance or understanding of Gen Z’s individual career aspirations.
* This results in a mismatch between the careers pursued and personal satisfaction, driven by external pressures rather than internal desires.

**Conclusion:** The project aims to use data analysis to understand and address the challenges faced by Gen Z in career decision-making. By providing insights and recommendations, the goal is to help Gen Z make informed career choices and communicate effectively with their families, ensuring that their career paths align with their personal and professional aspirations.