**5W1H Document: Understanding Career Aspirations of Gen Z**

**1. What**

- **Project Focus**: Exploring the career aspirations of Gen Z and addressing the communication gap between Gen Z and employers.

- **Problem Statement:**

- Gen Z faces challenges in finding roles that align with their career aspirations.

- Employers struggle to attract, retain, and effectively manage Gen Z talent.

- **Goal:** To provide insights and recommendations that bridge the gap between Gen Z’s aspirations and employer expectations.

**2. Why**

- **Importance:** Gen Z is entering the workforce with distinct values (work-life balance, purpose, flexibility) that often differ from previous generations.

- **Challenge:** Many employers find it hard to adapt to Gen Z’s expectations, impacting their ability to hire and retain young talent.

- **Objective:** By understanding these needs, both Gen Z and employers can create better alignment, reducing turnover and increasing job satisfaction.

**3. Who**

- **Primary Focus:** Gen Z (young professionals and job seekers).

- **Stakeholders:** Employers looking to attract and retain young talent; Freshers seeking meaningful career opportunities.

**4. Where**

- **Scope:** Global insights applicable to a diverse range of industries and workplaces that employ or plan to employ Gen Z talent.

- **Data Sources:** Industry reports, survey data, interviews with Gen Z professionals, and data from employers’ recruitment and retention metrics.

**5. When**

- **Career Transition Points:** This challenge is most prominent when Gen Z transitions from education to early career roles or considers job changes within the first few years.

-**Retention Phases:** Employers often observe increased turnover within the first two years of hiring Gen Z, highlighting a need for greater engagement and alignment during these early employment phases.

- **Recruitment and Onboarding Periods:** Employers face challenges attracting Gen Z candidates during recruitment campaigns and must ensure onboarding processes are aligned with Gen Z’s expectations.

**6. How**

- **Analytics Approaches:**

- **Descriptive Analytics:** To analyse data on Gen Z's career preferences, job satisfaction trends, and workplace challenges.

- **Prescriptive Analytics:** To develop actionable recommendations for employers and freshers, helping to address identified challenges.

- **Methodology:** Reviewing articles, reports, and other resources to build data-backed insights. Insights will be documented and updated as new data points are gathered.

**Conclusion:**

This project aims to bridge the gap between Gen Z’s career aspirations and employers’ expectations. By understanding what Gen Z values in the workplace—like flexibility, purpose, and work-life balance—and addressing employers’ challenges in hiring and retaining young talent, we can foster a more harmonious and productive work environment. Through descriptive and prescriptive analytics, we’ll generate actionable insights to help both freshers and employers find common ground, ultimately creating happier, more engaged workplaces.