


Chapter 8

Data Visualization Methods for Clear Communication of ESG Analytics Findings

P. Selvakumar


 <https://orcid.org/0000-0002-3650-4548>

*Department of Science and Humanities,
Nehru Institute of Technology,
Coimbatore, India*

Sujesh P. Lal


*Federal Institute of Science and
Technology (FISAT), India*

G. Sushma

 <https://orcid.org/0009-0008-7755-7460>


CVR College of Engineering, India

Ganesh Pathak

 <https://orcid.org/0000-0003-0427-2145>


Sri Balaji University, Pune, India

Gaganpreet Kaur Ahluwalia

 <https://orcid.org/0000-0001-7955-6551>

Indira University, India

T. C. Manjunath

 <https://orcid.org/0000-0003-2545-9160>

*Rajarajeswari College of Engineering,
India*

ABSTRACT

In an increasingly data-driven world, the ability to transform complex datasets into clear, compelling narratives has become essential—especially in the realm of ESG (Environmental, Social, and Governance) reporting. As stakeholders from investors to regulators and consumers demand more transparency and accountability, organizations are turning to data visualization to effectively communicate their ESG initiatives and performance. Data visualization, at its core, is the graphical representation of information and data. Through the use of visual elements such as charts, graphs, infographics, and interactive dashboards, it enables users to identify trends, patterns, and outliers within large volumes of data—offering immediate

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insight that textual data alone often fails to convey. ESG metrics encompass a wide array of data types, from carbon emissions and energy efficiency to labor practices, diversity statistics, board composition, and ethical governance structures.

THE POWER OF DATA VISUALIZATION: COMMUNICATING ESG INSIGHTS

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Moreover, data visualization facilitates stakeholder-specific reporting. Investors may prioritize risk metrics and regulatory compliance, while consumers might focus on ethical sourcing or environmental stewardship. Customizable dashboards and reports can tailor visuals to suit different audiences, ensuring relevance and

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