To visualize and communicate the insights from my SQL analysis, I built two dashboards using **Looker Studio**, each aligned with a separate data source and analytical goal:

- **Web Scrape Dashboard:**

  This dashboard explores patterns in verified phishing URLs. It includes:

  - A descriptive analysis of the most common exact URL lengths used in phishing.
  - A diagnostic analysis comparing grouped URL lengths (short vs. medium) to highlight deceptive patterns in phishing link construction.
  - **Link:** https://lookerstudio.google.com/reporting/97cddb3a-2081-49c7-a896-b3830d062c9b

- **API Dashboard:**

  This dashboard focuses on phishing training performance. It features:

  - A descriptive analysis ranking industries by 12-month improvement in phishing resistance.
  - A diagnostic analysis identifying departments with the highest deviation from average failure rates to target training more effectively.
  - **Link:** https://lookerstudio.google.com/reporting/1016f181-1376-4b81-ac80-11f3eb60c26a

Each visualization supports specific SQL queries that incorporate **JOINs**, **CTEs**, **GROUP BY with aggregations**, and **window functions**, fulfilling both technical and strategic requirements of the project.