Finding a "Interaction" Story

When two aspects of your data seem related, you can tell a story about how they interact. The fancy name for this is "correlation". If one measure goes up, the other goes up too. If one goes down, the other goes down. If other cases, they might interact as opposites (when one goes up, the other goes down). You need to be careful not to guess about reasons for the interaction, but noticing the relationship itself can be a good story that connects things people otherwise don't think about together.

The two pieces of the data that interact are

location

type of location

and

incident reports

related to rat

sightings

The interaction is

the ability to zoom into the map

We want to tell this story because

to inform people to avoid renting in areas that are most likely to be infested with rats.