Sheilas suggestions:

1. Be sure to suppress warnings and messages on the final version.  On headings, be sure to leave a blank line above or below each one, so text doesn't show up right next to graph.   Also, put a space between the hash tags and the heading:   ## Conclusions, rather than #Conclusions (or it won't show up large).
2. The map looks great.  I think you can skip the scatterplot right before it.  You might mention that there are a couple of outliers, but you don't need a graph to show it.   You might try coloring points based on unit for fun, but you don't need to.
3. On the time by unit bar graph, you can suppress the legend using our class method:   guides(fill = 'none')   This is more readable than the theme() you used later.   I'm not sure what the scale\_discrete() line does here.  Is it needed?
4. On the type of incident graph, rotate labels, or it might work better to just add layer coord\_flip() and see how they look.
5. On the graph by month, I would do labels = TRUE and keep the word names on the graph; I think that would be more clear.
6. If you're going to use Shift, find out what the shifts are -- either on the website, or you may even call the fire department.  Same with the Unit -- maybe find out what E1, E3, T1 are.
7. Add more comments (final code chunks)
8. Add more conclusions
9. Add limitations
10. Add recommendations

Peer eval extra suggestions:

1. Peak hours – Explain reasoning
2. Data numbers for each
3. Numbers mean medium of time spent at each incident
4. Change data