COMPANY : Nintendo

After careful analysis of the database, I can confidently suggest moving on to some big data solutions to future proof the companies ever expanding goals. One of the limitations of this current design is scalability. After a few years of querying and gathering more and complex data, its going to slow down and start costing more time and money to maintain. While relatively simple to implement it could cost in the long run. I strongly suggest my solution in implementing big data technologies. I could use a myriad of sources to store very large amounts data that Nintendo gathers from global sales figures to online customer downloads data on their consoles. We can then streamline this data and visualize key data insights to help drive sales in regions that are lacking in sales.