Consider a scenario where a global retail company with thousands of stores worldwide is seeking to enhance its business operations. The company generates massive amounts of structured and unstructured data daily, including sales transactions, customer feedback, social media interactions, and supply chain information.

Given what we've learned about big data and the Hadoop ecosystem, how could the company leverage these tools to derive actionable insights from its data? Which components of the Hadoop ecosystem would you recommend using and why? What steps might the company need to take to prepare its existing systems for a transition to a Hadoop-based architecture?

Finally, please discuss any potential challenges you foresee in implementing this solution and suggest ways to overcome them.