In light of our discussions about Apache Hive and Big Data Warehousing, consider this scenario: A rapidly growing company has been using traditional relational databases but is now dealing with challenges due to the massive increase in both structured and unstructured data. They are considering transitioning to a big data solution and are evaluating Apache Hive for their data warehousing needs.

Discuss the pros and cons of using Hive for this purpose. In what scenarios would Hive be the most beneficial, and where might it fall short? How might the company's specific data requirements, including data types, volume, and velocity, as well as its resources and technical expertise, influence this decision?

Consider the role of HiveQL, Hive's capabilities for handling ACID transactions, data partitioning, and bucketing, as well as its support for various file and data types. How do these features contribute to Hive's potential effectiveness as a big data warehousing solution, and what might be the limitations or challenges?