Consider the real-world example of a multinational ride-sharing company, like Uber or Lyft, which has to manage and quickly process vast amounts of data coming in real-time from millions of drivers and riders worldwide. This data includes information about current ride details, ride history, driver details, user details, and more. Given what you've learned about HBase and NoSQL databases, how would you structure the data in HBase to ensure efficient storage and retrieval? What strategies would you use in row key design and schema design? Discuss the potential advantages of using HBase in such a scenario, as well as any challenges you foresee.