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GNC Store ERD Design Analysis: Current Limits and Future solutions

This ERD schema for GNC stores is adequate for a local or regional area but faces the problem of scalability if expansion were to happen on a national or global scale. While the current database might work well, a growing organization will need to expand not just the number of stores, but also the number of data/business intelligence analysts to make data-driven decisions. Moving to a 'Big Data' solution would solve the scalability of data storage and allow for more sophisticated analysis and insights through machine learning. Making the effort to transition into Big Data while the company is at the limits of a traditional database system will pay off because not only can more data be stored, but more value from the data can be extracted.