**MINE-MAX**

Everyday data is generated, collected in huge amount but many-a-times it remains unutilized without drawing useful information and meaningful insights. These insights are vital in strategic and operational decision making process like-marketing, customer engagement, branding, etc. Data generated by various channels like marketing, distribution, customer engagement, social channels and web contents is in different forms structured as well as unstructured and available in multiple systems. This unstructured data needs to be converted into something a bit more useful form, it requires finding approaches to convert the free form, unstructured data to some form of structured or semi-structured data and analyze it to get meaningful insights to address business problems and helps business decision making.

Mine-Max is a Framework for structured and unstructured data mining, analysis and visualization. The framework takes data from various sources as input. It would be able to parse the relevant information from the unstructured data using the rules from user provided in a general purpose syntax. Once the relevant data is gathered, the tool would provide mechanisms to analyze the data using standard machine learning algorithms which the user can pick and choose using an intuitive interface. Next, the system should provide for a good visualization of these data with plots like histogram, scatterplot, Box plot, etc. (without having to send to a public cloud).

It should generate the output in a spreadsheet format like excel. The framework also should provide for data base like MongoDb, so that the user can specify new data to look at and analyze. The system could be implemented using Python and its libraries. A well Structured GUI application helpful for easy to handle the system.