

# PROJECT REPORT

## INFLUENCER ENGAGEMENT AND SPONSORSHIP COORDINATION PLATFORM

### Author

Abhinav Madhusoodanan

22F2000045

[22f2000045@ds.study.iitm.ac.in](mailto:22f2000045@ds.study.iitm.ac.in)

IITM Online BS Degree: Diploma level

### Project Description

The objective of this project is to build a platform to connect Sponsors and Influencers so that sponsors can get their product/service advertised and influencers can get monetary benefit.

### How I approached the problem statement

With beginner-level knowledge in Flask and SQLite, I started by following the MAD1 bootcamp playlist on previous problem statement, which provided essential guidance for the project.

Managing multiple users (sponsors and influencers) was complex, so I implemented user roles and authentication to differentiate functionalities. Facilitating ad requests from both sponsors and influencers required designing a system for sponsors to create ad requests and influencers to accept, reject, or negotiate them, and vice versa. Negotiation part, where only the receiver of the ad request could initiate negotiations, and the other party could either accept or reject the proposal.

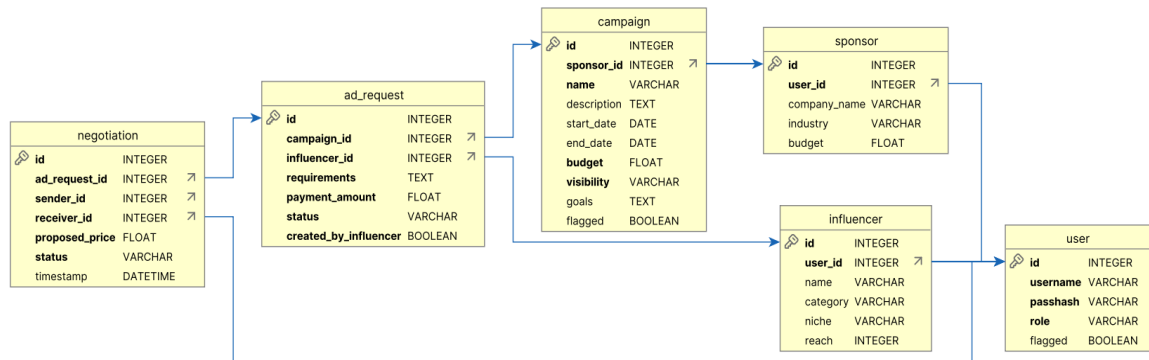
Throughout the project, I frequently referred to documentation, online forums, and additional tutorials to resolve specific issues. Despite these challenges, my strong will and dedication enabled me to complete the project within the deadline, leveraging continuous learning and problem-solving.

### Technologies used

- Flask for application code
- Jinja2 templates + Bootstrap for HTML generation and styling
- SQLite for data storage
- SQLAlchemy
- werkzeug
- datetime
- functools
- dotenv
- Chart JS

## DB Schema Design

This application uses **6 tables** in an **SQLite** database named **db.sqlite3**.



It can also be accessed at this url :

[https://drive.google.com/file/d/1L7bpkcL8aXuB715sgJDDXWR\\_ZLGkSU\\_T/view?usp=sharing](https://drive.google.com/file/d/1L7bpkcL8aXuB715sgJDDXWR_ZLGkSU_T/view?usp=sharing)

## Presentation video

This is a link to the presentation video :

[https://drive.google.com/file/d/1I1Eyy3I7ARNR6vrtXB\\_vZkpr4kZ\\_nr6T/view?usp=sharing](https://drive.google.com/file/d/1I1Eyy3I7ARNR6vrtXB_vZkpr4kZ_nr6T/view?usp=sharing)