Project Report

Influencer Engagement and Sponsorship Coordination Platform V2

Student Details

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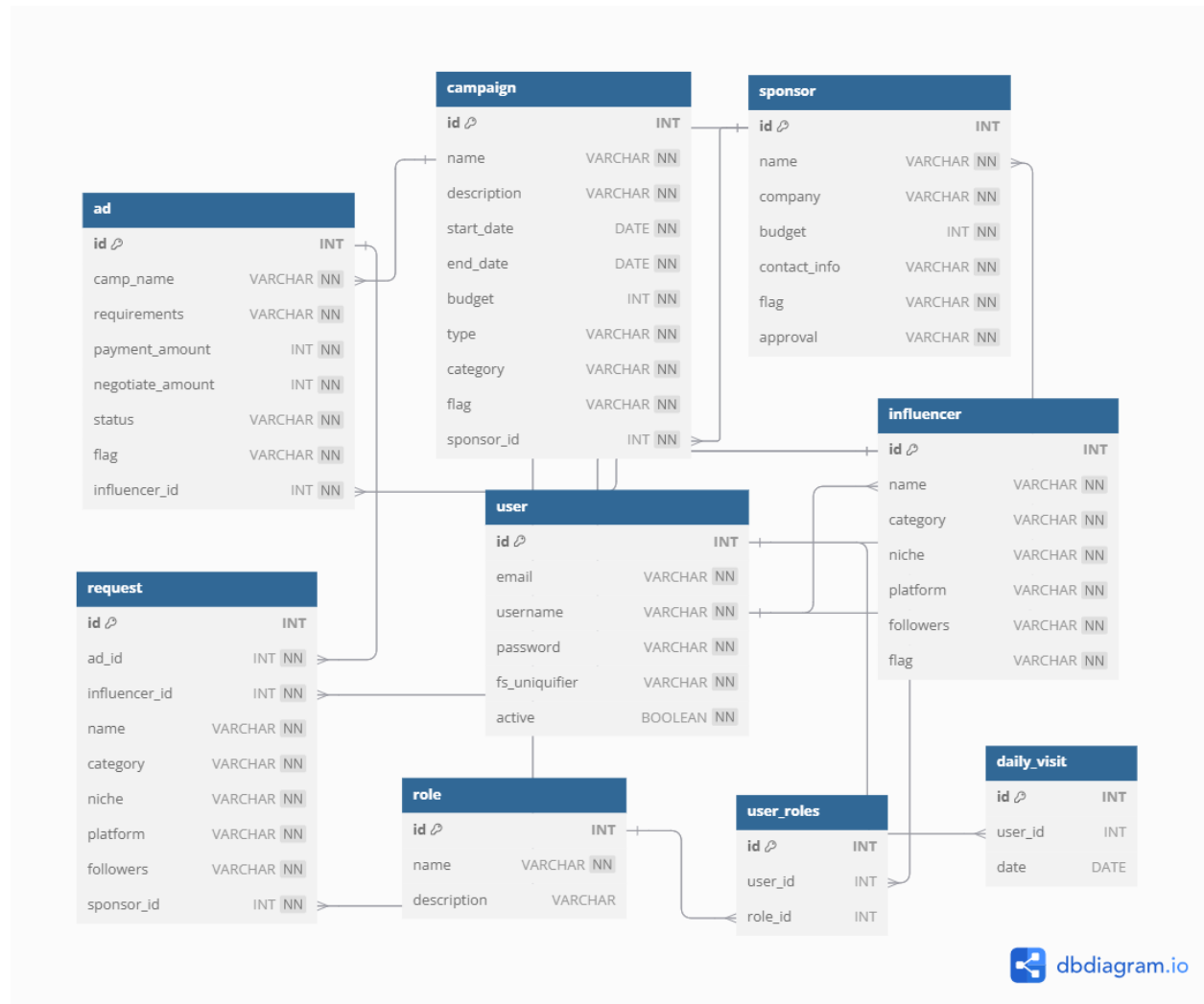3. Email: 22f3000350@ds.study.iitm.ac.in
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Project Details

1. Title: Influencer Engagement and Sponsorship Coordination Platform
2. Question Statement: The project aims to develop a platform that connects sponsors with influencers, enabling sponsors to advertise their products or services, while influencers gain monetary benefits by promoting them.
3. Approach: I began by analyzing project requirements, then designed the database and ER diagram. Using Vue.js for the frontend, I built login, registration, and dashboard pages to create a smooth user experience. I implemented business logic in Flask APIs to handle sponsor-influencer interactions, and thoroughly tested the app for functionality, usability, and security.

Frameworks and Libraries Used

1. Flask
    1. Flask Sqlalchemy
    2. Flask Restful
    3. Flask Security
    4. Flask Caching
    5. Flask Cors
2. Vue JS
3. Redis
4. Celery
5. Bootstrap
6. Chart JS

ER Diagram of the Database

Presentation Video Link:

https://drive.google.com/file/d/13-9yOlRqSYdw4wO9weNUlUAPxKlj_5O1/view?usp=sharing