Mad 1 Project Report

Influencers Sponsors Platform

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Influencer Engagement and Sponsorship Coordination Platform

It's a platform to connect Sponsors and Influencers so that sponsors can get their product/service advertised and influencers can get monetary benefit.

I approached it in a systematic way in a top down approach and created the web application.
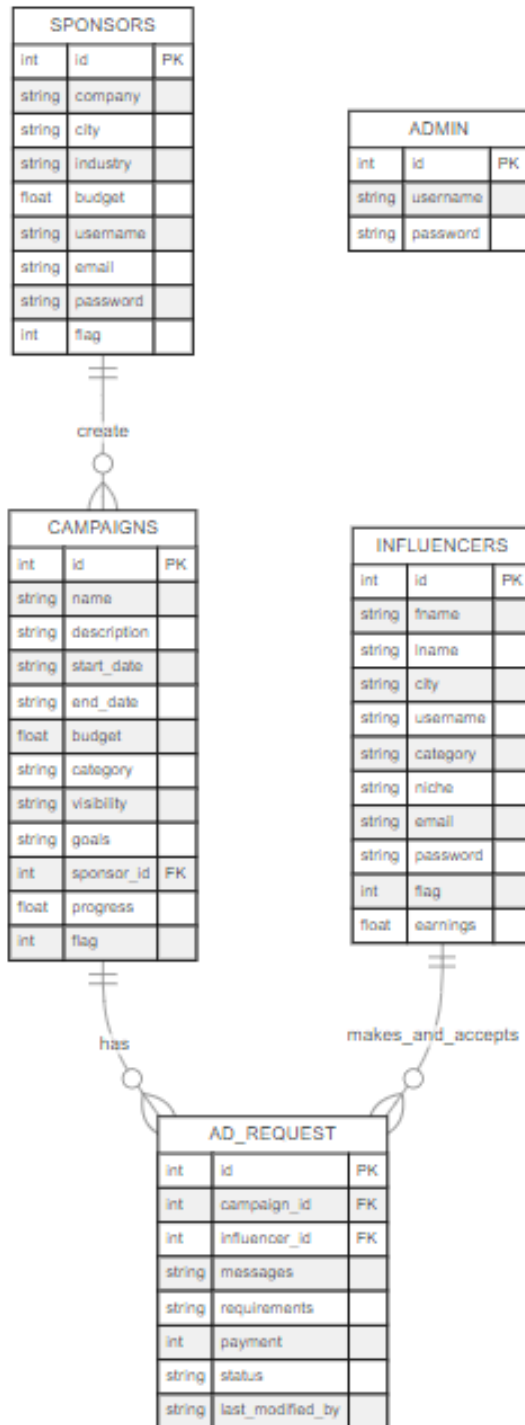
Frameworks and libraries used:

1. Flask SQLAlchemy(For Database Operations)
2. Flask and respective libraries for backend connections

Basic Design:

1. Three roles: Influencers, Sponsors, Admin. Each have separate dashboards.
2. Requests sent between sponsors and influencers
3. Admin can monitor them.

ER Diagram:

SPONSORS

int	id	PK
string	company	
string	city	
string	industry	
float	budget	
string	username	
string	email	
string	password	
int	flag	

ADMIN

int	id	PK
string	username	
string	password	

create

CAMPAIGNS

int	id	PK
string	name	
string	description	
string	start_date	
string	end_date	
float	budget	
string	category	
string	visibility	
string	goals	
int	sponsor_id	FK
float	progress	
int	flag	

INFLUENCERS

int	id	PK
string	fname	
string	lname	
string	city	
string	username	
string	category	
string	niche	
string	email	
string	password	
int	flag	
float	earnings	

has

makes_and_accepts

AD_REQUEST

int	id	PK
int	campaign_id	FK
int	influencer_id	FK
string	messages	
string	requirements	
int	payment	
string	status	
string	last_modified_by	

<u>Demo Presentation Video:</u>

🎬 ISP.mp4