

Influencer Engagement and Sponsorship Coordination Platform



Ad_Click

Project Report by **Utkarsh Mishra**
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Modern Application Development – I
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Student Details

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About me - I am pursuing a BA in Linguistics from the University of Lucknow with a deep interest in research and a passion for continuous learning. I have completed projects in Corpus Linguistics, leveraging tools like Python and SQL, and I am currently exploring the fields of LLMs, NLP, and ML. My enthusiasm lies in the intersection of language and technology, particularly where linguistics meets machine learning.

Through my recent project, I gained substantial knowledge in backend validation and database management using Flask and SQLAlchemy. This experience has equipped me with skills that are highly relevant to my field, and I am confident that this understanding will be invaluable in my future endeavors.

Project Description

The platform is a dynamic and interactive environment that bridges the gap between sponsors and influencers, fostering collaborations that are both effective and mutually beneficial. Sponsors can easily identify and connect with the ideal influencers to promote their products or services, ensuring precise and impactful advertising.

This platform facilitates not only the creation and management of campaigns but also provides tools for handling ad requests. Sponsors can edit campaigns and ad requests as needed, while influencers have the ability to accept or reject these ad requests. Influencers can also view reviews and rating they've received and search for valid campaigns to participate in.

Admins have the power to oversee all activities on the platform. They can view, flag, and delete campaigns, influencers, and sponsors as necessary. The admin dashboard includes relevant statistics to monitor platform activity and performance.

How I approached the Problem statement:

Having studied MAD 1 theory in a previous term, I needed to revisit and revise key concepts to gain a clear understanding of the project's requirements. My progress was initially slow due to a demanding course load, including PDSA and MLT, which delayed my project submission across two windows.

To jumpstart my project, I utilized Sayan's MAD1 Project Bootcamp available on YouTube. Within just 2-3 hours into the bootcamp, I gained valuable insights into handling validations and was able to proceed with the project confidently. Throughout the process, I frequently consulted online resources, such as documentation and YouTube tutorials, whenever I encountered challenges.

The DBMS course I completed in a previous term also proved invaluable, especially in managing relationships between tables. After nearly two months of debugging and programming, I can confidently say that the hard work and perseverance paid off, and the experience has taught me a great deal.

Technologies used:

Flask: Backend framework for building the web application.

Werkzeug: Utility for securely managing passwords and authentication.

Config: Configuration management for environment-specific settings.

SQLAlchemy: ORM tool for database interactions.

Flask-Login: Extension for managing user sessions and authentication.

Bootstrap: Frontend framework for responsive design and UI components.

Jinja: Template engine for rendering dynamic HTML content.

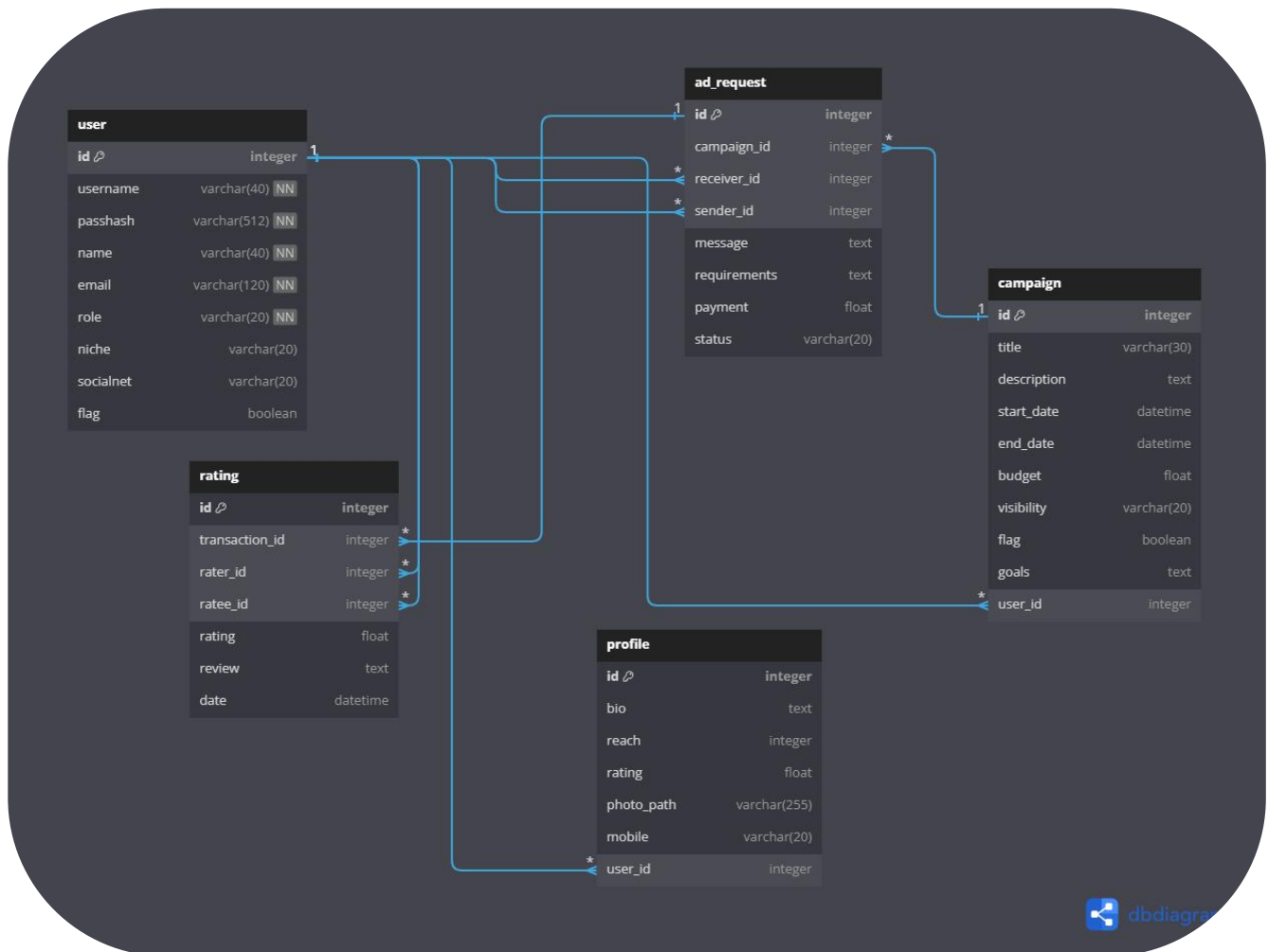
HTML: Markup language for structuring web pages.

Chart JS : For creating different charts

Project Video Link:

https://drive.google.com/file/d/1ii3aM-r_JrerwpB3GacSv5VyMwR9UzSX/view?usp=sharing

ER Diagram of my Database:



Directory:

