MAD 1 Project – Influencer Sponsor Coordination Platform

Name: Adithya Hariharan

Roll number: 23f3001894

Email id: 23f3001894@ds.study.iitm.ac.in

I am currently in diploma level in the IITM BS course, along with a Btech, 2nd year.

About:

This project aims to connect influencers and sponsors wherein the sponsors can create campaigns and send as an ad request to the influencers. The influencers can accept, reject or negotiate the payment amount. Have implemented CRUD operations and the required core functionalities

Technologies used:

1. Flask - For routing, rendering templates and handling requests
2. Flask SQLalchemy – Database management
3. Jinja – Templates (python-like commands in HTML)
4. SQLite – Storing data
5. HTML, CSS and Bootstrap – For designing and styling of pages

Database:

Table-1 – Admin

1. Id – Primary key
2. Username
3. Password

Table-2 – Influencer

1. Id - Primary key
2. Name
3. Category
4. Reach
5. Username
6. Password

Table – 3 – Sponsor

1. Id – primary key
2. Name
3. Industry
4. Username
5. Password

Table – 4 – Campaign

1. Id – Primary key
2. Sponsor_id
3. Title
4. Description
5. Start_date
6. End_date
7. Budget

Table – 5 – Ad Request

1. Influencer_id
2. Campaign_id
3. Payment_amount
4. Proposed_amount
5. Status

Architecture:

1. Templates – HTML files
2. Models.py – Database inside Instance folder
3. App.py
4. Config.py
5. Venv – virtual environment – for libraries required to run the code

Video

https://drive.google.com/drive/folders/1XaPZUpkVMmashYCmF0Y7lNmZA7RS5aL4