

MAD 1 -Project (MAY 2024)- Influencer Engagement and Sponsorship Coordination Platform

Personal information

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I am currently diploma- level student currently at IIT madras and also a semester -4 in BCA in Manipal university. I love coding and also interested in e-sports.

My approach to this was a straightforward, I first started make database roadmap. What should I add first and how to design it. A lot of ideas came in my mind, and I tried give my best.

Project Statement

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

It as three roles Admin, Sponsor, and influencers.

More details can be found on this link:

https://docs.google.com/document/u/1/d/e/2PACX-1vSWc_RrSIUZamInJ6n-KZtJkcgTpp-CsaR_-Kq_U5ZwzCf-zWU8b6RmaV86KaNiJVUJ5cFadTr88VI/pub

Frameworks used

- Flask for application code
- Jinja2 templates + Bootstrap for HTML generation and styling
- SQLite for data storage
- Some standard python libraries like Matplotlib, NumPy, SQLAlchem, Werkzeug

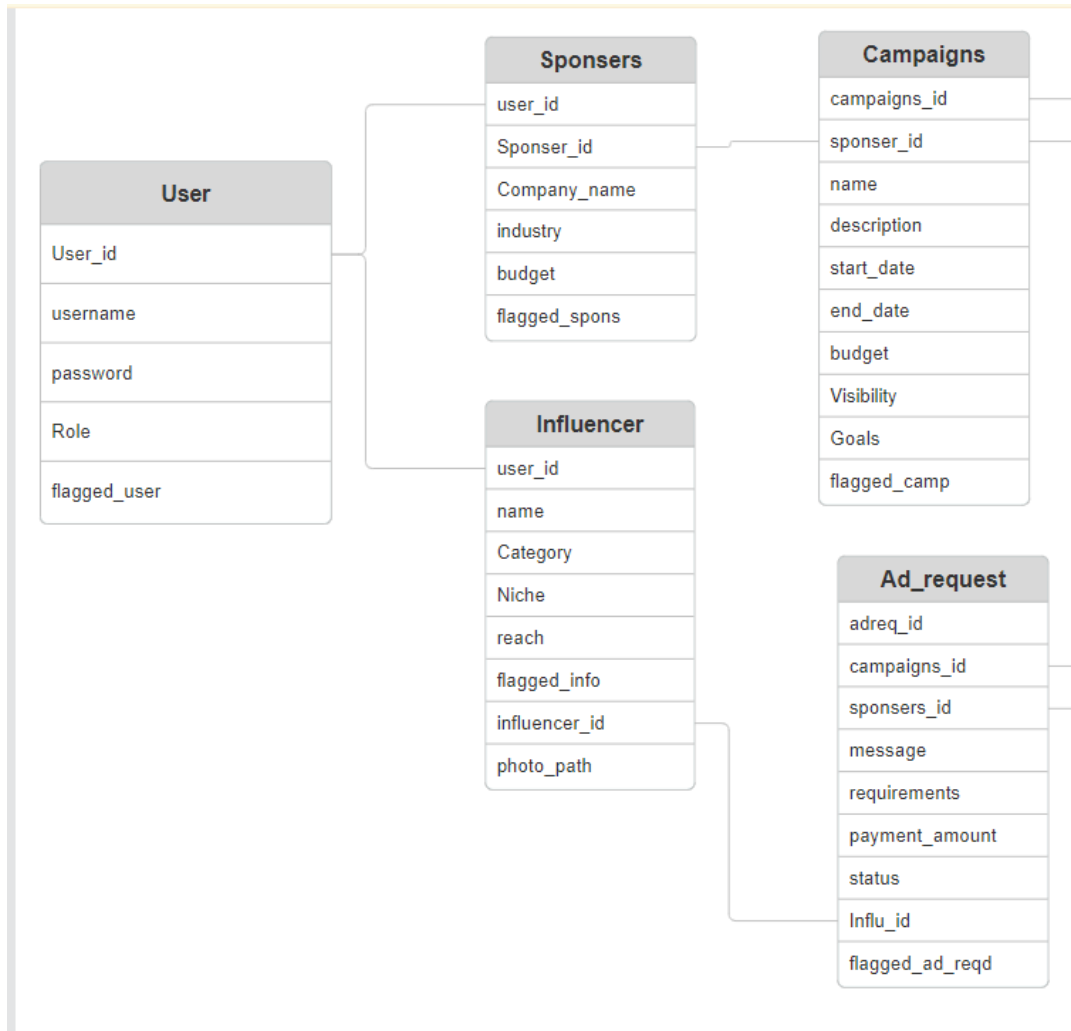
ER- diagram:

Mine database had 5 tables. Each table has its own importance. Take a look at ER-diagram photo given below

1. user(user_id(primary key), username, password, roles, flagged_user)
2. Sponsors(sponsor_id (primary key), Company_name, industry, budget, user_id(Foreign key),flagged_spons)
3. Influencer (influencer_id (primary key), name, Category, Niche, reach, user_id(Foreign key),flagged_info)
4. Campaigns (campaign_id (primary key), name, description, start-date, End-date, budget, Visibility, Goals, sponsor_id (Foreign key), flagged_camp)

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- Ad_request (adreq_id (primary key), campaigns_id (Foreign key), sponsor_id(Foreign key),influ_id (Foreign key), status, payment_amount, messages, requirements, flagged_ad_reqd)



GitHub-link (will make public after the plagiarism result are announced):

GitHub is connected to my personal account.

<https://github.com/Anmolsarrafbest/project-sponsermanagement.git>

Video-link

https://drive.google.com/file/d/1YeDGdZr0u-ZZQ_Ob4IDTpLwd4Jv6KPq2/view?usp=sharing