

Influencer Engagement and Sponsorship Coordination Platform

Project Report by Jatin Bhardwaj

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Modern Application Development – I

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Student details

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About me -I'm a passionate tech enthusiast with a keen interest in the latest innovations and trends in technology. With a strong background in exploring and understanding new tech developments, I thrive on discovering how emerging technologies can solve real-world problems and drive progress. Always eager to learn and share my knowledge, I enjoy diving deep into tech topics and staying ahead of the curve in this ever-evolving field..

Project Description

The Influencer Sponsor Ad Platform is designed to bridge the gap between brands seeking to promote their products and influencers who have the power to reach and engage with specific target audiences. This platform will serve as a comprehensive marketplace where businesses can effortlessly discover and collaborate with influencers to execute effective marketing campaigns

Technologies Used

- 1) **Flask**: Backend framework for building the web application.
- 2) **SQLAlchemy**: ORM (Object-Relational Mapping) tool for database interactions.
- 3) **SQLite**: Database management system for storing application data.
- 4) **HTML/CSS/JavaScript**: Frontend technologies for user interface design and interactivity.
- 5) **Flask Bcrypt**: Extension for managing user sessions and authentication.
- 6) **Jinja2**: Template engine for rendering dynamic HTML content.
- 7) **Werkzeug**: Utility for securely managing passwords and authentication.
- 8) **ChartJS**: User for creating different types of charts on the admin dashboard.

Project video

 Influencer sponsro coordination platform 2.wmv

ER Diagram

