

INFLUENCER ENGAGEMENT AND SPONSORSHIP COORDINATION PLATFORM

AUTHOR

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About me - I am an enthusiastic learner and a hard worker who likes to explore many things around the world. I am interested in solving real world problems by applying the knowledge I gained. I am interested in coding and developing web applications. I learn and have good mathematical and coding skills.

DESCRIPTION OF PROJECT

This influencer engagement and sponsorship coordination platform connects the influencers and sponsors to market or advertise a product. This has features to create a ad-request and be sent from sponsor to influencer and vice versa. Here sponsors can get their product/service advertised and influencers can get monetary benefit. This app meets the demands of sponsors, influencers.

TECHNOLOGIES USED

- **Flask** – Backend framework for building the web application.
- **SQLAlchemy** – ORM (Object-Relational Mapping) tool for database interactions.
- **SQLite** – Database for storing application data.
- **HTML/CSS** – Frontend technologies for user interface design and interactivity.
- **Flask – Login** – Used for user session management and security
- **Datetime** – Python library for handling date and time operations.
- **Matplotlib** – Python library used for plotting graphs to represent application statistics.
- **Jinja2** – Template engine for rendering dynamic HTML content.

ARCHITECTURE

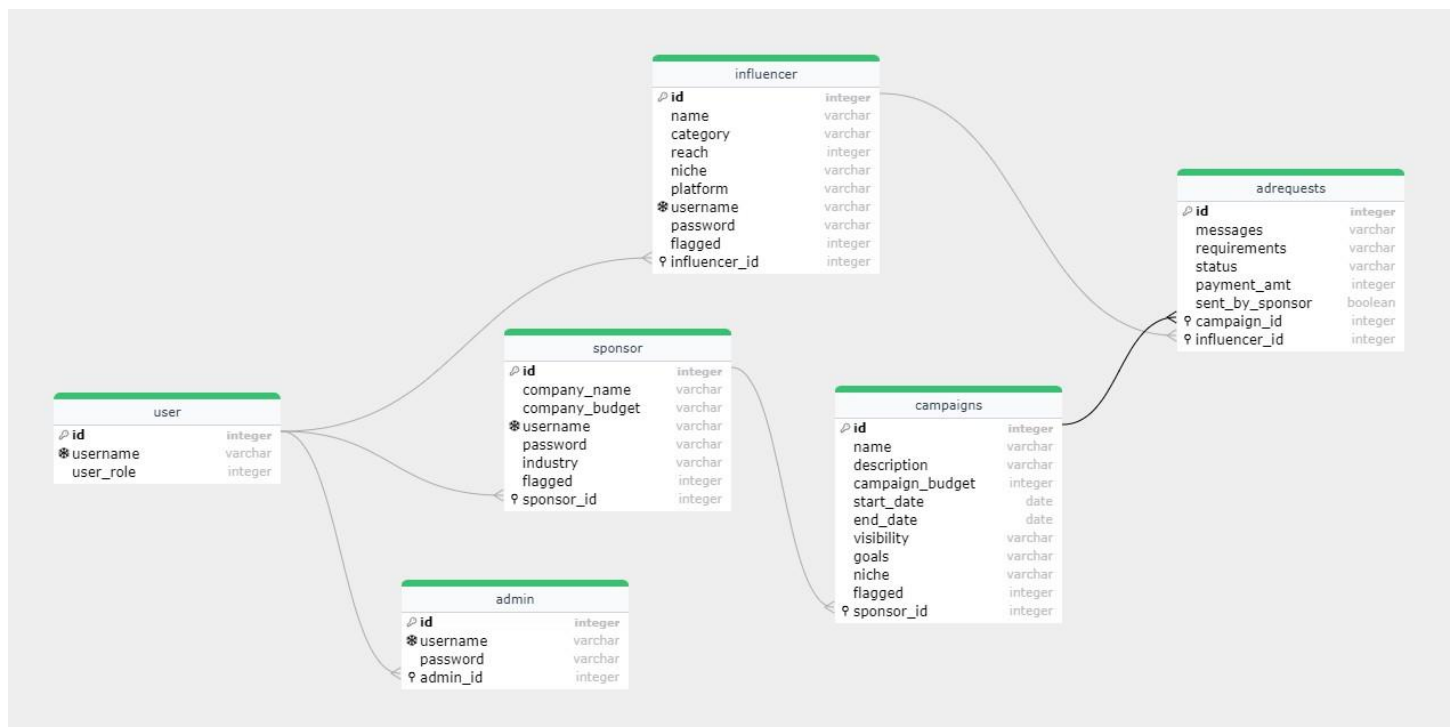
Here, the app.py file contains the main code to run the webapp. The description of the files inside 23f2005072-MAD-1 Project (IESCP) are as follows

- **app.py** – It initiates the webapp and starts the server.
- **routes.py** – This file contains all the routes which are used to perform operations in the web app. All the operations are written here like statistics calculation, plotting of graph and all functionalities are implemented here.

- **models.py** – This file contains all the database classes of the application.
- **templates** – This contains all the HTML templates for Sponsor, Influencer, Admin.
- **static** - This contains all the CSS of the app and the images files.

DB SCHEMA DESIGN

The database schema consists of tables for Admin, Sponsor, Influencer, Adrequests, Campaigns and User. Relationships are established between these tables to send adrequests from both influencer and sponsor side. Admin has the ability to flag a sponsor, influencer and campaign so for that also a relationship is established. To identify the user role in the user table sponsor and influencer relationship is established.



VIDEO LINK

Video demonstration of my project is available here.

https://drive.google.com/file/d/1z_kcOFAI7IJ_DXpZd8JPZdla6fxc0ZJI/view?usp=sharing