

# Project Report: Influencer Engagement and Sponsorship Coordination Platform

---

## Student Details:

- **Name:** Ripunjay Kumar
  - **Roll No:** 21f3002511@ds.study.iitm.ac.in
  - **Course:** Modern Application Development I
  - **Project Title:** Influencer Engagement and Sponsorship Coordination Platform
- 

## Project Details:

- **Question Statement:** The project aims to develop a platform that connects sponsors and influencers. Sponsors can utilize this platform to advertise their products/services through influencers, and influencers can gain monetary benefits by engaging in ad campaigns. The platform supports three user roles: Admin, Sponsor, and Influencer. The Admin monitors users and campaigns, the Sponsor creates and manages campaigns, and the Influencer receives and manages ad requests.
  - **Approach to Problem Statement:** The platform was built using Flask for the backend, Jinja2 and Bootstrap for the frontend, and SQLite for data storage. I approached the problem by first outlining the core functionalities required for each user role. I then designed the database schema to support these functionalities and implemented the CRUD operations for managing users, campaigns, and ad requests. Finally, I created UI using Bootstrap and ensured all features work smoothly on a local environment.
- 

## Frameworks and Libraries Used:

- **Flask:** Used for handling application logic, routing, and server-side functionality.
  - **Jinja2:** Utilized for rendering HTML templates and dynamic content.
  - **Bootstrap:** Employed for responsive web design and styling.
  - **SQLite:** Used as the database to store user, campaign, and ad request information.
  - **Chart.js:** Used for visualizing statistics on the admin dashboard.
- 

## ER Diagram:

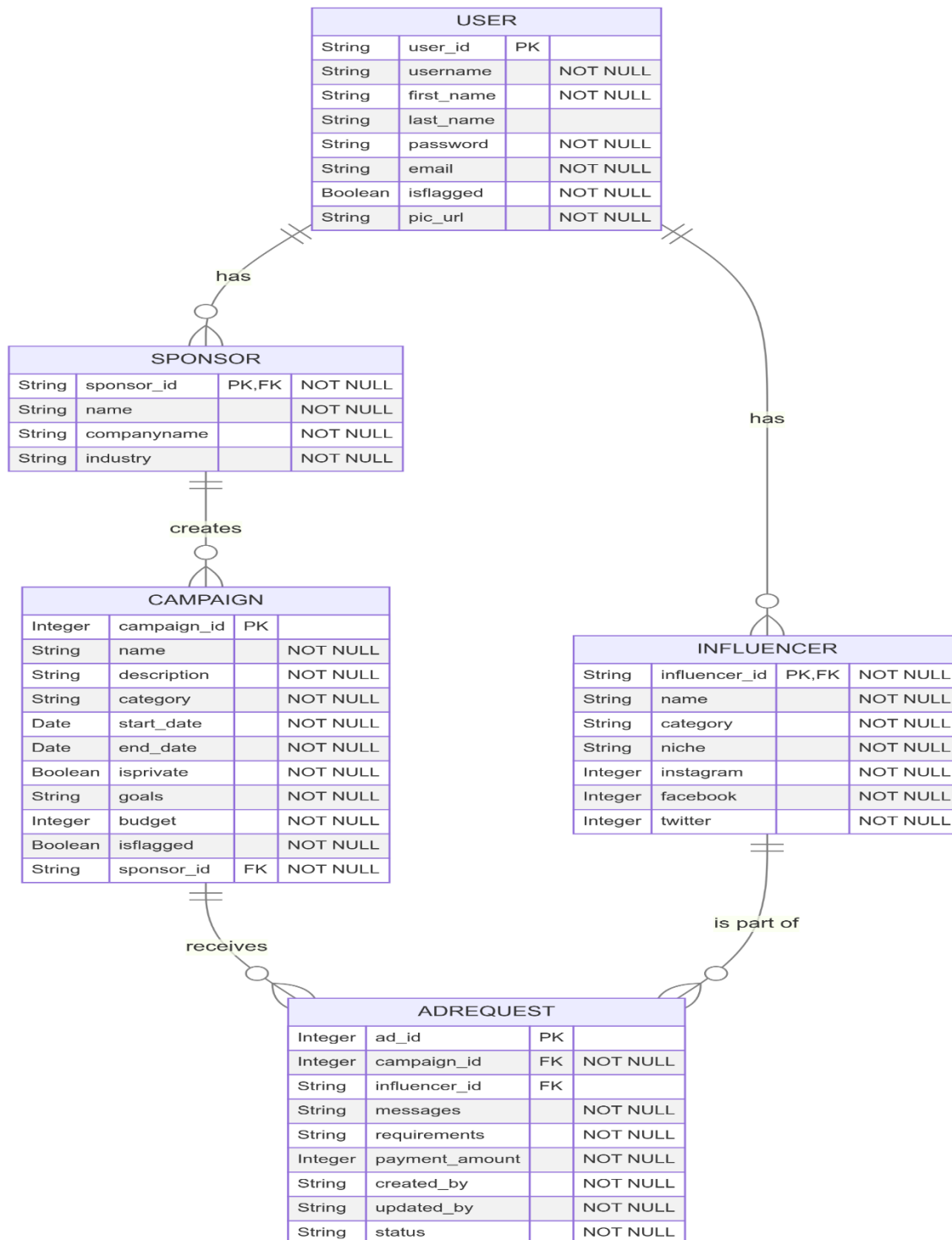
The following is the Entity-Relationship (ER) diagram representing the database schema:

- **Tables:**
  1. **User:** Contains fields like user\_id ( id inherently gives the type of user i.e, it include **“in” for influencer** , **“sp” for sponsor**, **“admin” for admin**), username, first\_name, last\_name, password, isflagged, email, pic\_url ( url link for the profile pic).
  2. **Influencer:** Contains fields like influencer\_id ( Foreign Key ),name ,category, niche, instagram, facebook, twitter
  3. **Sponsor:** Contains fields like sponsor\_id ( Foreign Key ), name, companyname, industry.
  4. **Campaign:** Includes campaign\_id, sponsor\_id (Foreign Key), name, description, category, start\_date, end\_date, budget, isprivate, isfagged and goals.

5. **AdRequest:** Consists of ad\_id, campaign\_id (Foreign Key), influencer\_id (Foreign Key), messages, requirements, payment\_amount, created\_by, updated\_by and status (Pending, Accepted, Rejected).

- **Relations:**

- A **Sponsor** can create multiple **Campaigns**.
- A **Campaign** can have multiple **AdRequests**.
- An **Influencer** can accept, reject or negotiate multiple **AdRequests**.



**Drive Link to Presentation Video:**

[https://drive.google.com/file/d/1wxC2Laa6xM8PNedbvlyQRA\\_-xI5JquM/view?usp=sharing](https://drive.google.com/file/d/1wxC2Laa6xM8PNedbvlyQRA_-xI5JquM/view?usp=sharing)