

Project Report: Influencer Engagement and Sponsorship Coordination Platform

Student Details

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1. Project Summary

The Influencer Engagement and Sponsorship Coordination Platform is designed to link sponsors with influencers. This platform helps sponsors to effectively advertise their products or services, while influencers can earn financial rewards by promoting these products.

2. Technology Stack

- **Backend:** Flask, Redis, Celery
- **Frontend:** Vue.js, Bootstrap
- **Database:** SQLite

3. System Design

Role-Based Access Control (RBAC) with three roles:

- **Admin:** Oversees users and campaigns, flags inappropriate content.
- **Sponsor:** Creates campaigns, manages ad requests, and monitors performance.
- **Influencer:** Negotiates or accepts ad requests, updates profile, and explores public campaigns.

4. Core Features

- **Authentication:** Secure login and personalized dashboards.
- **Campaigns:** Create, modify, remove, categorize, and monitor budgets.
- **Ad Requests:** Handle agreements between sponsors and influencers.
- **Automation:** Daily reminders for influencers, monthly reports for sponsors, and campaign CSV exports.

5. Development Workflow

Set up Flask, Vue.js, Redis, and Celery. Developed role-specific features and ensured system performance was optimized.

6. Challenges

Addressed issues related to Vue.js routing, database schema conflicts, and enhanced

system performance through caching.

7. Conclusion

The platform successfully connects sponsors with influencers. Future enhancements may include payment gateway integration and detailed analytics dashboards.

System Architecture

MAD-2-Project/

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├── 23f1003171Report.pdf  
└── Project_code
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Video link: 📺 MAD_2 project video.mp4