

PROJECT REPORT

1. Student Details

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- **Course:** MAD 1 PROJECT
- **Institution:** IIT MADRAS

2. Project Details

Project Title:

Influencer-Sponsor Management System

Question Statement:

Develop a web application that can help to generate and handle campaigns and ad requests for sponsors, and influencers may have the option to discard or accept the request. System user management along with functionalities like flag and unflag the users help to generate statistical reports of campaigning and ad requests.

Approach to the Problem Statement:

1. Requirement Analysis:

- Identified the critical functionalities the application would need: user registration, login, campaign management, Ad Request management, and associated statistical reports with respect to the campaigns
- Identified the roles and relationships between different entities in the system: Influencer, Sponsor, Campaign, AdRequest and CampaignRequest

2. Database Design:

- Created the database schema to hold the necessary information and the identified relationships between the entities

3. Backend Development:

- Used Flask as the web framework and SQLAlchemy for ORM to interact with the database.
- Implemented routes for user management, campaign and ad request handling, and statistical reporting.

4. Frontend Development:

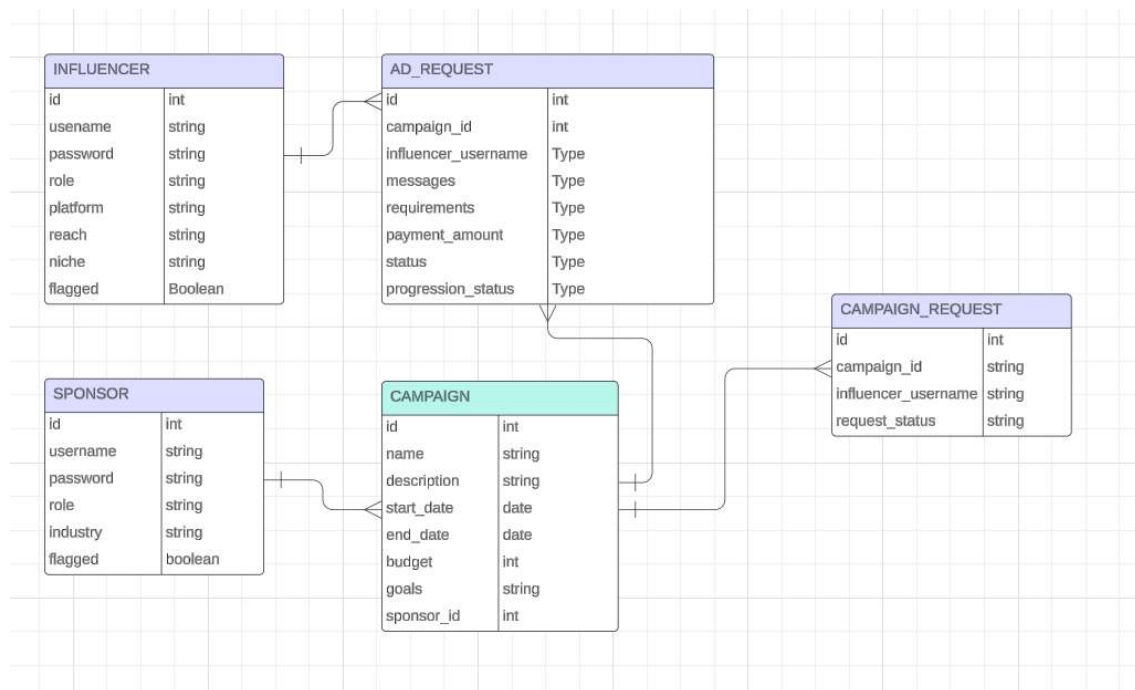
- Created HTML templates with Bootstrap for a responsive user interface.

- Used JavaScript for dynamic content updates and Plotly for graphical representation of statistics.

3. Frameworks and Libraries Used

- **Flask:** A lightweight WSGI web application framework for Python.
- **Html:** standard markup language for documents designed to be displayed in a web browser.
- **Css:** Style sheet language to style the HTML files
- **SQLAlchemy:** An ORM library for managing database interactions.
- **Bootstrap:** A front-end framework for developing responsive and mobile-first websites.
- **Plotly:** A graphing library for creating interactive charts.
- **JavaScript:** For dynamic content manipulation and interaction.

4 . ER DIAGRAM



5. DRIVE LINK FOR PRESENTATION

[https://drive.google.com/file/d/1ajZ6YVhvdODK0lsw8eAzYxENjKH-EG1S/view?usp=drive link](https://drive.google.com/file/d/1ajZ6YVhvdODK0lsw8eAzYxENjKH-EG1S/view?usp=drive_link)