Influencer Engagement and Sponsorship Coordination Platform

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Description:

The objective of the project is to build a platform to connect Sponsors and Influencers so that sponsors can get their product/service advertised and influencers can get monetary benefit.

Technologies used:

Main technologies which were used in this application are flask, flask-sqlalchemy, SQLite, and Python. Flask-Sqlalchemy was chosen for the interaction part with the underlying **SQLite** database which makes this application portable. Jinja2 was used for templating the user interface.

DB Schema Design:

The application uses 4 tables in an SQLite database names application.sqlite3 found in the instance folder for keeping track of and managing various forms of data.
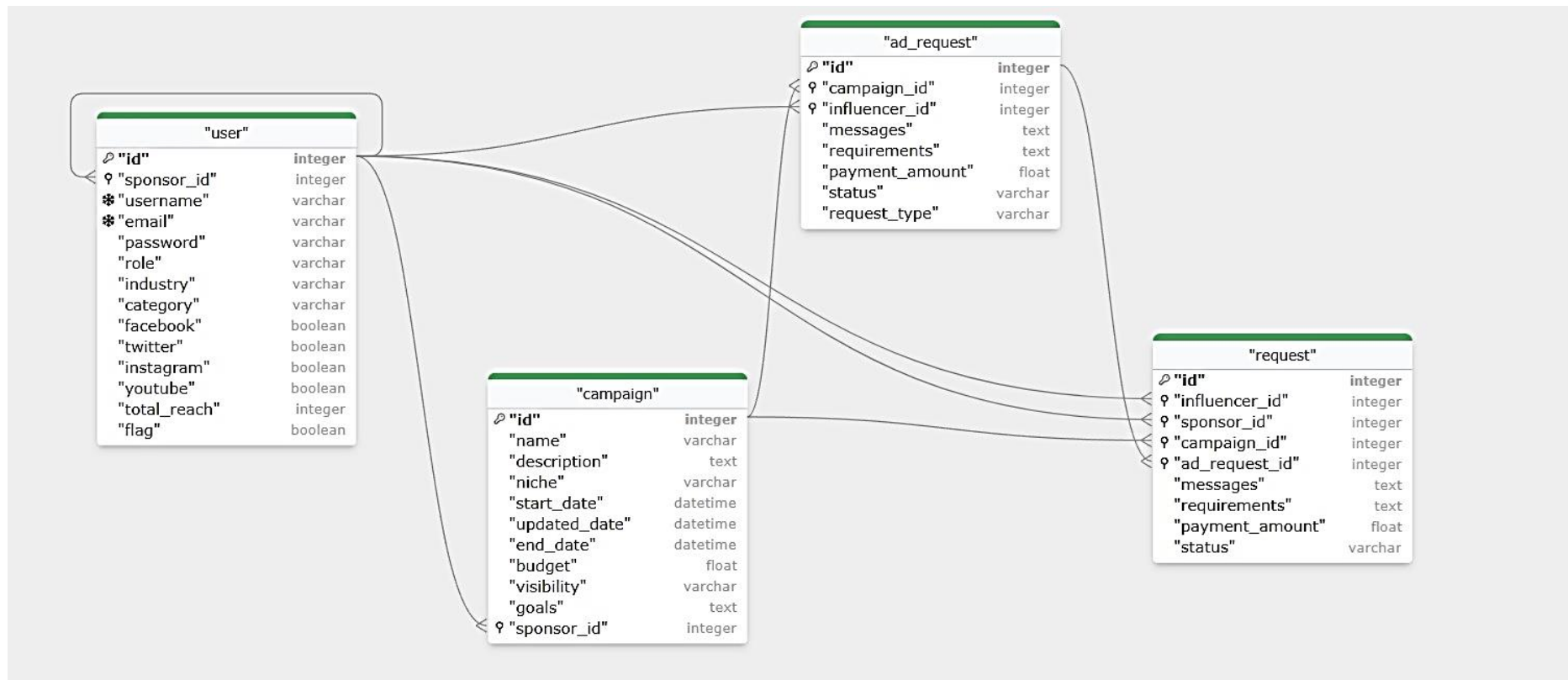
The database schema looks like this:

Fig:1 – ER Diagram of the model

Architecture and Features:

Interactions with the database is handled using models.py and the functions are given in the backend folder in authentication.py via controller.py. The HTML and CSS files reside in templates folder and static folder respectively, whereas the database is in the instance folder & all the python codes inside the backend folder with app.py which is the main file lies outside of every folder.

The video of the presentation of the app: Video Link