

Influencer Engagement and Sponsorship Coordination Platform

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I am a student of diploma level in the B. S. in Data Science and Applications.

The main objective was to create a collaborative platform that facilitates seamless product promotion and provides compensation opportunities. I built a digital marketplace aimed at connecting brand marketers with social media content creators.

The development process began with detailed planning of the system architecture, carefully outlining the user interface, functional requirements, and interactive features. A crucial step involved designing a scalable and efficient database schema to support the platform's diverse operational needs.

Using Vue.js and Flask as the core web framework, I methodically developed the application, turning the initial concept into a fully functional solution. The project was executed within a condensed timeline, with active development occurring from early October to November, ensuring a thorough approach from ideation to final delivery.

Frameworks used during the project include :

1. SQLite for database.
2. Flask for API
3. VueJS for UI
4. Bootstrap for HTML generation and styling

ER Diagram :

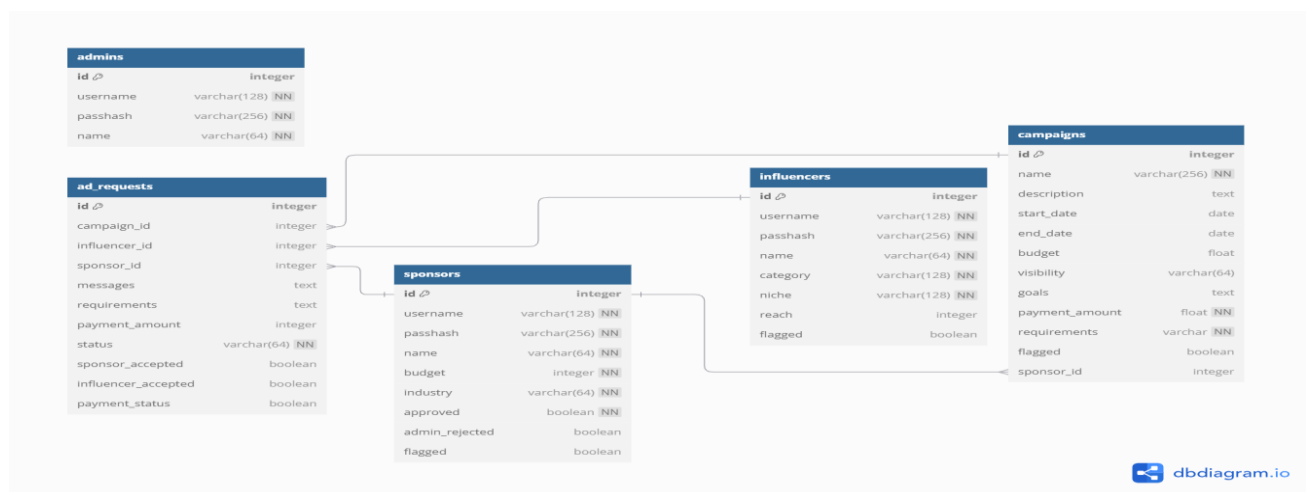


Figure 1 : ER Diagram of database

API Resource Endpoints

Endpoint	Method	Description
/login	POST	Allows user to log in to the app.
/signup	POST	Allows new users to sign up for the app.
/logout	POST	Allows user to logout of the app.

Admin Resources

Endpoint	Method	Description
/admin/pending_sponsors	GET	Gets a list of sponsors whose approval by admin is pending.
/admin/pending_sponsors	POST	Approves a sponsor.
/admin/dashboard_stats	GET	Returns the statistics for the admin dashboard.
/admin/flag_sponsors	GET	Returns a list of all sponsors.
/admin/flag_sponsors	POST	Flags a sponsor for inappropriate behaviour.
/admin/flag_campaigns	GET	Returns a list of all campaigns.
/admin/flag_campaigns	POST	Flags a campaign.
/admin/flag_influencers	GET	Returns a list of all influencers.
/admin/flag_influencers	POST	Flags an influencers for inappropriate behaviour.
/admin_profile	GET	Returns the profile details of the admin
/admin_profile	POST	Updates admin profile.

Influencer Resources

Endpoint	Method	Description
/influencer_profile	GET	Returns the profile details of the influencer.
/influencer_profile	POST	Updates influencer profile.
/fetch_ad_requests	GET	Returns all ad requests corresponding to the influencer.
/accept_ad_requests	POST	Accepts ad requests.
/fetch_campaigns	GET	Returns a list of all public campaigns.
/influencer_interested	POST	Campaign ID is sent in the request body to the API. Sends ad request to the sponsor for corresponding campaign.

Sponsor Resources

Endpoint	Method	Description
/sponsor_profile	GET	Returns the profile details of the sponsor.
/sponsor_profile	POST	Updates sponsor profile.
/sponsor/create_campaign	POST	Creates a campaign by a sponsor.
/fetch_campaigns_sponsor	GET	Gets a list of all campaigns for a sponsor.
/fetch_influencers	GET	Gets a list of all influencers.
/sponsor/create_ad_request	POST	Creates ad request.
/delete_campaign/<int:campaign_id>	POST	Deletes a created campaign.
/track_campaign_info/<int:campaign_id>	GET	Gets campaign information.
/sponsor/search_influencers	GET	Gets a list of all influencers based on given filters.
/sponsor/fetch_influencer_info/<int:influencer_id>	GET	Fetches the information about a particular influencer.
/sponsor/update_campaign	POST	Updates information about a campaign.
/fetch_campaign_info/<int:campaign_id>	GET	Fetches information about a particular campaign.
/sponsor/ad_requests/<int:ad_request_id>	GET	Returns a list of all ad requests from the particular sponsor
/sponsor/make_payment/<int:ad_request_id>	POST	Allows sponsors to make payments to the influencers.
/sponsor/download_invoice/<int:ad_request_id>	GET	Allows sponsors to print invoice for payment made.
/delete_ad_request/<int:ad_request_id>	POST	Allows sponsors to delete an existing ad request.
/sponsor/create_ad_requests	GET	Allows sponsors to initiate ad requests.

Here is a short demo of the functionalities of the application : [Demo](#)