

A
Project Report
ON
**“Influencer Sponsor Campaign
Management System”**

SUBMITTED TO:

R. B. NARAYANRAO BORAWAKE COLLEGE

SUBMITTED BY

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**FOR PARTIALLY FULLFILLMENT OF THE REQUIREMENTS FOR
DEGREE OF
MSC I (COMPUTER SCIENCE)**

UNDER THE GUIDANCE OF

Mrs. Wamane mam

DEPARTMENT OF COMPUTER SCIENCE



Rayat Shikshan Santhas's
R.B.Narayanrao Borawake College,Shrirampur
Department of Computer Science

CERTIFICATE

This is certify that the Project titled **Influencer Sponsor Campaign Management System** has been
Successfully Completed By **Mr.Wagh Shubham Ranjit** students of **MSC I(Comp Sci)** for the **R**
.B. Narayanrao Borawake College .

During Academic Year 2025-2026.

Teacher in charge

Head of department

Internal Examiner

External Examiner

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Introduction

Project Title: Influencer Sponsor Campaign Management System (IESCP)

Overview

The Influencer Engagement and Sponsorship Coordination Platform (IESCP) is a web application designed to bridge the gap between sponsors and influencers. The platform allows sponsors to create and manage advertising campaigns while enabling influencers to accept ad requests based on their niche and reach. This system aims to automate the sponsorship process, making it more efficient and transparent.

Objective

To provide a seamless connection between sponsors and influencers.

To facilitate campaign and ad request management.

To ensure secure authentication and authorisation using JWT.

To implement CRUD functionalities for users, campaigns, and ad requests.

To integrate financial transactions securely using payment processing systems.

1.3 Technologies Used

Backend: Flask

Frontend: Vue.js, JavaScript, HTML, CSS

Database: SQLite

Authentication: JWT (JSON Web Tokens)

Requirement Specification

At Developer Side

During system development , I have to design both static and dynamic website interfaces, create website functions and a database system, edit photos and pictures, so its has a set of software and hardware requirements.

Hardware Requirement:

- M2 Chip Processor
- 256 GB Hard Disk Drive
- 8 GB RAM

Software Requirement:

- O.S-MAC
- SQLITE Database
- VSCODE

At System Users Side

The following is the requirements for the system users including members and administrators.

Hardware Requirement:

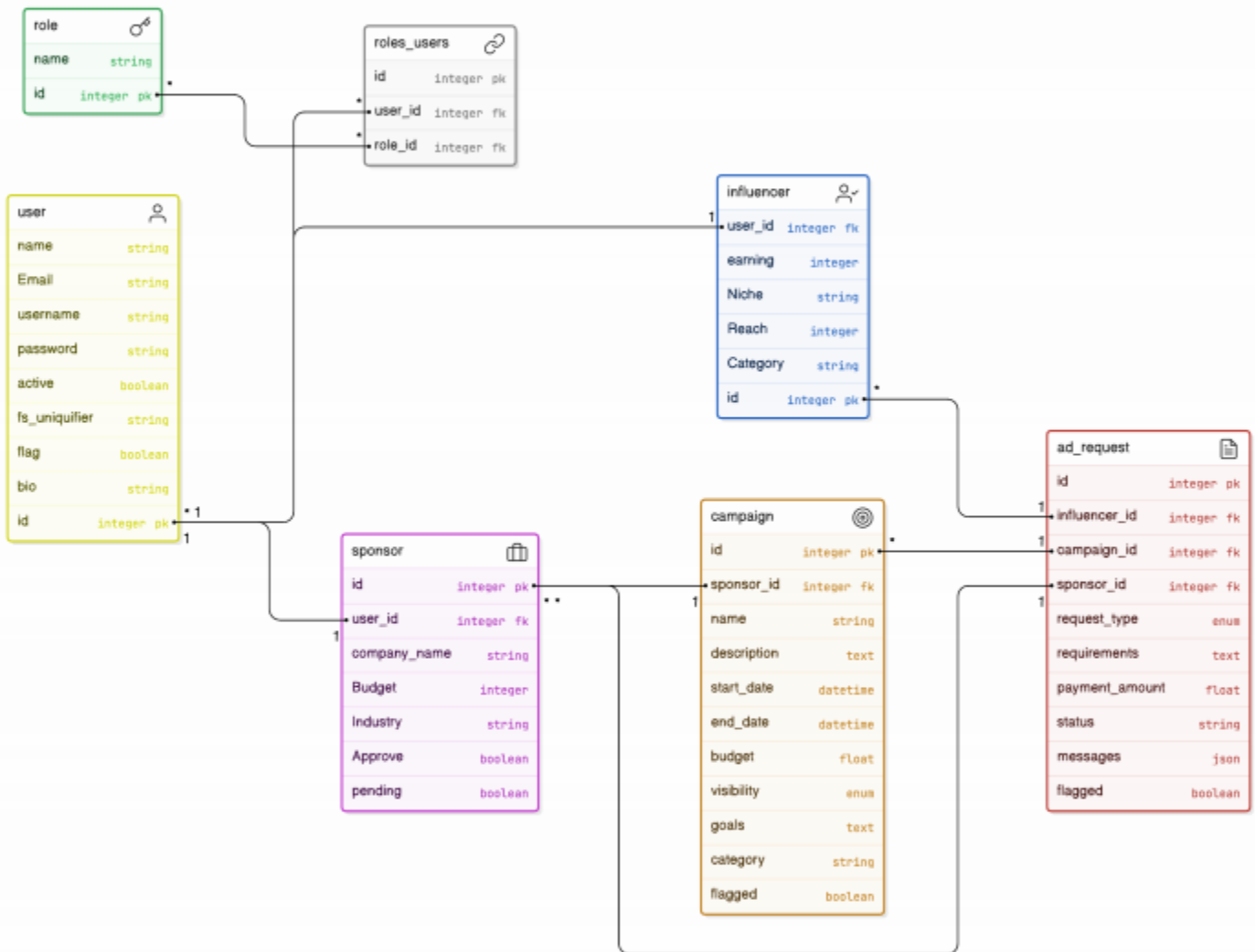
- Intel Dual Core Processor
- 1 GB Hard Disk Drive
- 4GB RAM

Software Requirement:

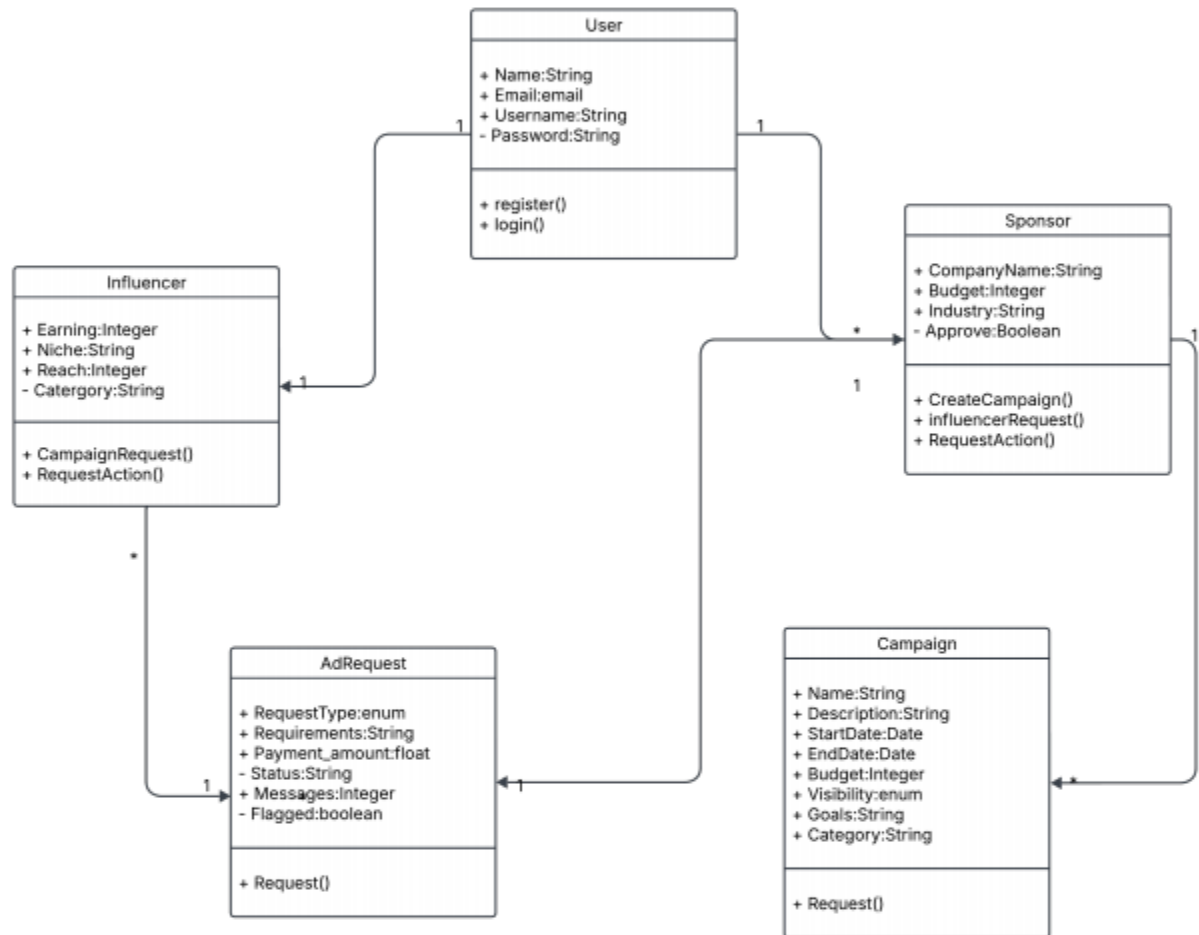
- O.S-Windows
- Browser (IE 7.0 or Above,Mozilla Firefox, Google Chrome)
- Browser Must be JavaScript Enabled

E-R Diagram

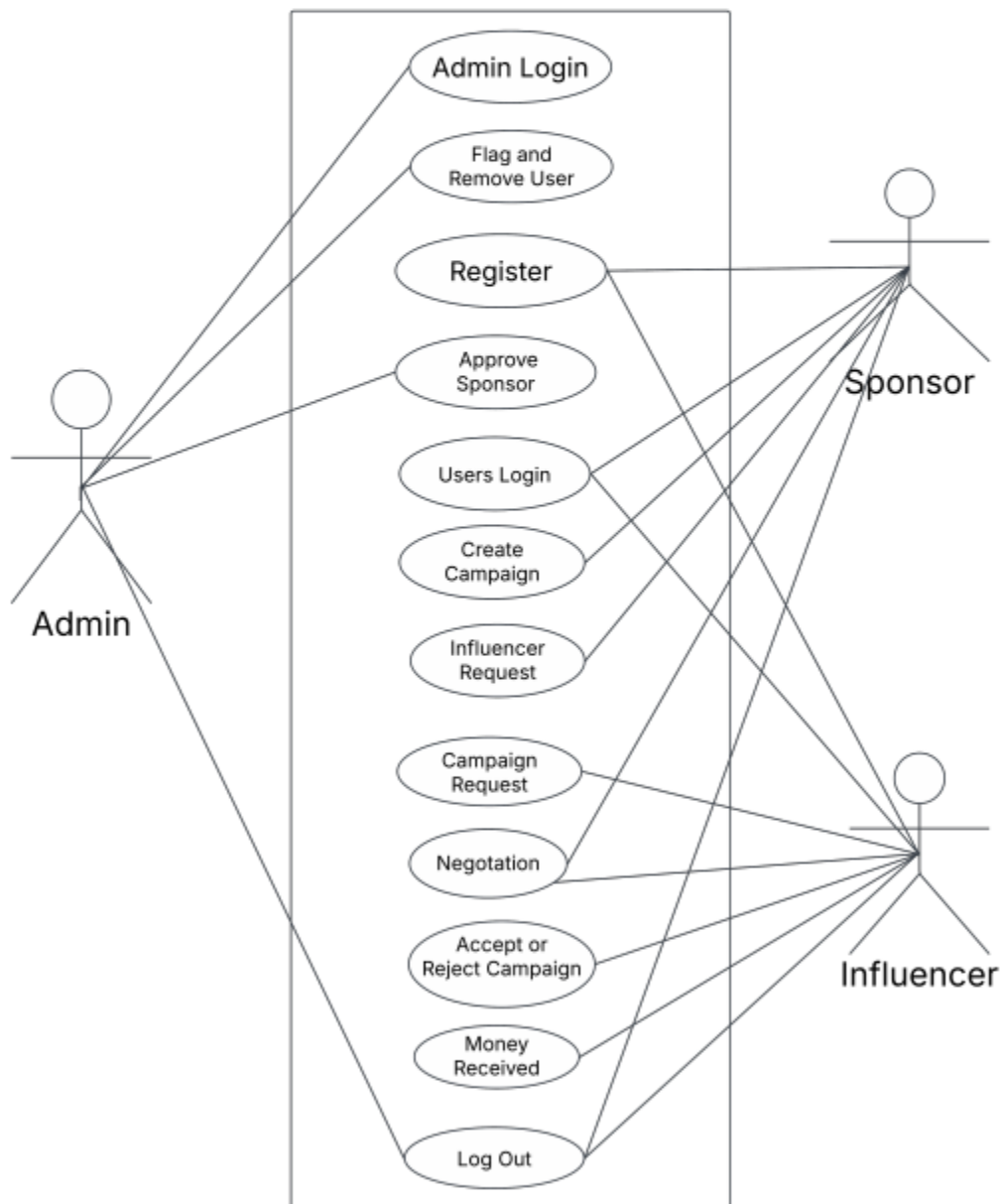
Influencer-Sponsor Platform Database Schema



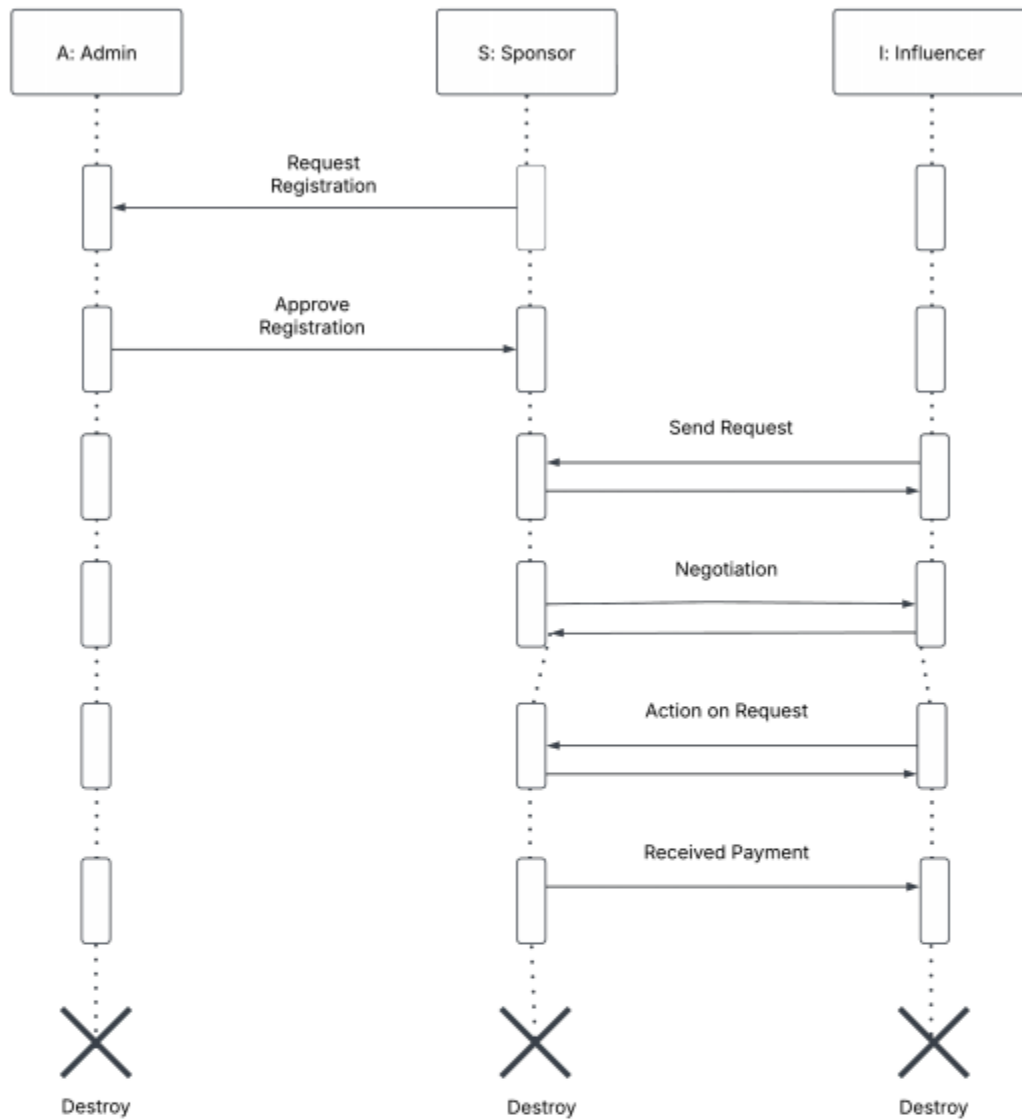
CLASS DIAGRAM



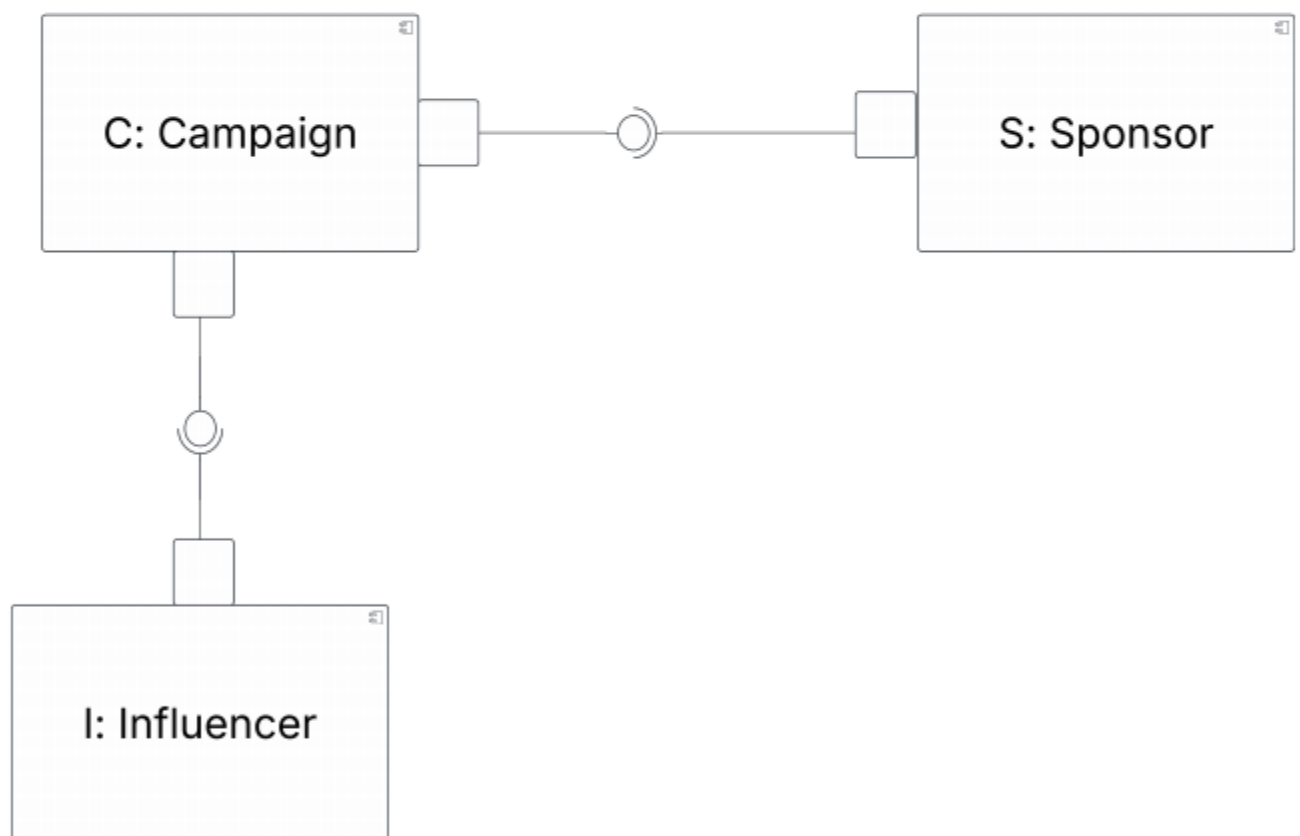
USE CASE DIAGRAM



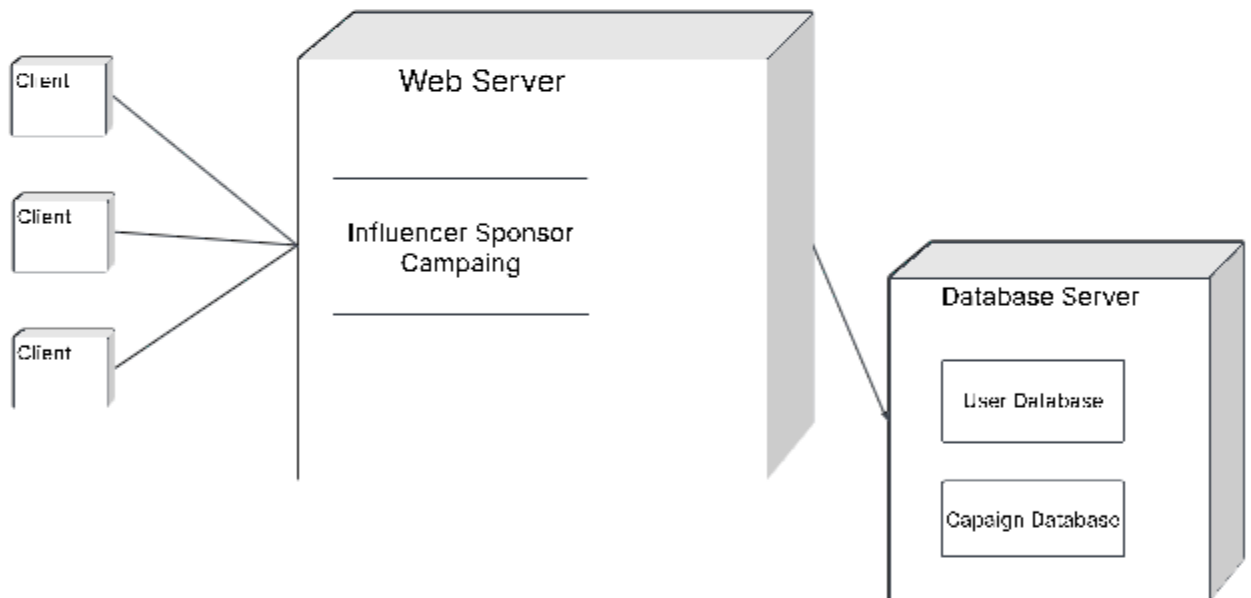
SEQUENCE DIAGRAM



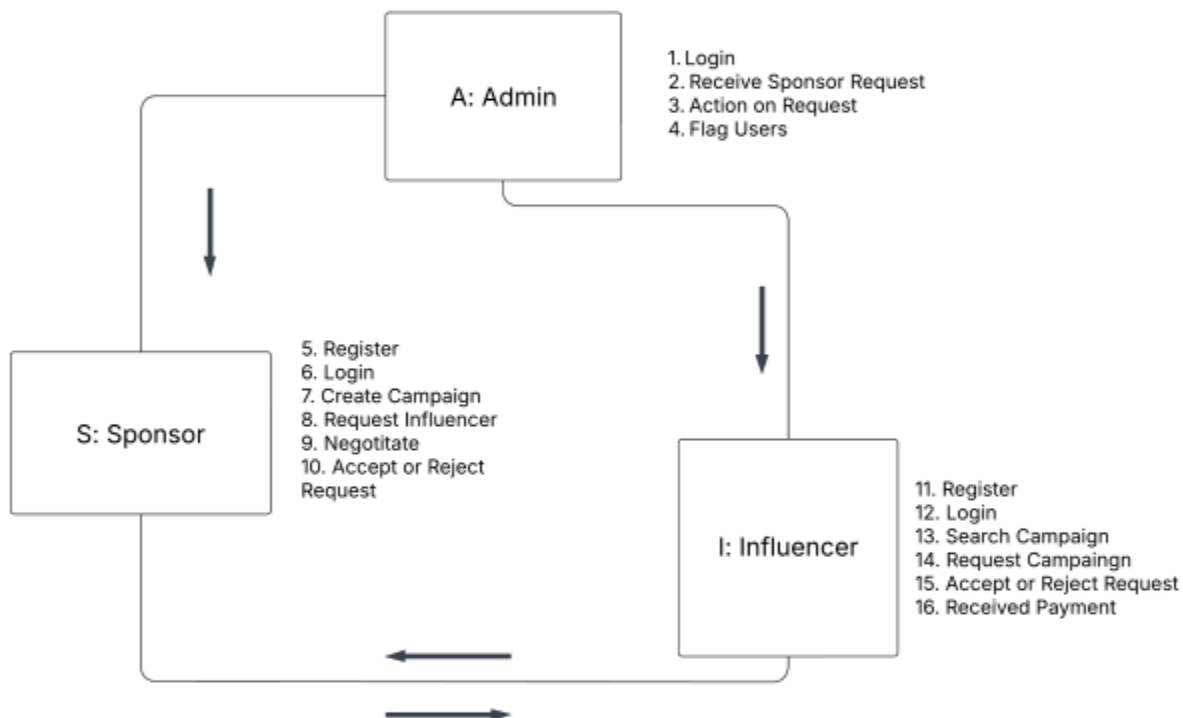
COMPONENT DIAGRAM



DEPLOYMENT DIAGRAM



COLLABORATION DIAGRAM



Data Dictionary

1.User Table

Column Name	Data Type	Constraints
User_id	int	Primary key
User_name	Varchar(100)	Not null
Email	Varchar(1100)	Not null
Password	Varchar(100)	Not null
active	Boolean	Not null
id	Integer	Primary key

2.Influencer Table

Column Name	Data Type	Constraints
user_id	Int	Foreign Key references user (User_id)
earning	Integer	Null
Niche	String	Null
Reach	Int	Null
Category	String	Null

4.Sponsor Table

Field Name	Data Type	Constraints
user_id	Int	Foreign key references user (User_id)
company_name	String	Not Null
Budget	Int	Null
Industry	String	Not Null

4.Campaign Table

Field Name	Data Type	Constraints
id	Int	Primary key
Sponsor_id	Int	Foreign key references sponsor(Sponsor_id)
name	String	NOT NULL
Description	Text	NOT NULL
Budget	Float	NOT NULL
Start_Date	Datetime	NOT NULL
End_Dtae	Datetime	NOT NULL

5.ad_request Table

Field Name	Data Type	Restrains
id	int	Primary key
campaign_id	Int	Foreign key references camaign(campaign_id)
influencer_id	int	Foreign key references influencer (influencer_Id)
Sponsor_id	int	Foreign key references sponcer(sponsor_id)
requirements	text	Not NULL
Payment_amount	float	Not Null

6.roles_users Table

Field Name	Data Type	Constraints
id	Int	Primary key
user_id	Int	Foreign Key references user(user_id)
Role_id	Int	Foreign Key references role(role_id)

6.role Table

Field Name	Data Type	Constraints
name	String	NULL
id	Int	Primary Key

Feasibility Study Tech Echo Operation

Feasibility Study for Influencer Engagement and Sponsor Coordination Platform

A feasibility study assesses the practicality of implementing the project in terms of technical, economic, operational, legal, and scheduling aspects. Below is the detailed Feasibility Study for your project.

1. Technical Feasibility

Objective: To determine whether the existing technology and infrastructure can support the system.

Technology Stack:

- **Frontend:** React.js / Next.js for user interface
- **Backend:** Node.js / Express.js for API handling
- **Database:** MySQL / MongoDB for storing data
- **Cloud Hosting:** AWS / Firebase for deployment
- **Authentication:** JWT / OAuth for secure login
- **Payment Integration:** Stripe / PayPal for transactions

Key Considerations:

Modern technologies are available and scalable
Suitable APIs exist for social media and payment integration
Cloud hosting solutions provide high availability and security
The team is skilled in the required technologies

Conclusion: The project is technically feasible with the available tools and frameworks.

3. Operational Feasibility

Objective: To assess if the project meets operational requirements and user needs.

Target Users:

- * **Influencers** – Need collaboration opportunities
- * **Sponsors** – Need influencer marketing solutions
- * **Admin Team** – Manages platform operations

Key Benefits:

- *Automates influencer-brand collaborations
- * Ensures transparent payments
- * Provides performance analytics

Conclusion: The project is operationally feasible with proper team management.

4. Legal and Ethical Feasibility

Objective: To ensure compliance with legal regulations.

Legal Considerations:

Data Privacy (GDPR, CCPA) – Protects user data

Contractual Agreements – Between influencers & sponsors

Tax Compliance – For payment transactions

Copyrights & Intellectual Property – Protects platform content

Conclusion: The project is legally feasible with necessary compliance.

Limitations of the system

Limitations of the Influencer Engagement and Sponsor Coordination Platform

While the system provides significant benefits in automating influencer-brand collaborations, it has some limitations that should be considered:

1. Technical Limitations

- **Scalability Challenges:**
 - Handling a large number of simultaneous users might require advanced cloud infrastructure, which can increase costs.
- **Integration Limitations:**
 - Limited API support from certain social media platforms may restrict influencer analytics.
- **Payment Delays:**
 - Payment processing via third-party gateways (Stripe, PayPal) may introduce delays and transaction fees.
- **Security Concerns:**
 - Potential risks of **data breaches** if strong encryption and security protocols are not implemented.

2. Functional Limitations

- **Limited AI-based Matchmaking:**
 - The system may not provide **perfect matches** between influencers and sponsors due to lack of AI-based personalization.
- **No Real-time Collaboration Tools:**
 - The platform does not support **live chat or video calls** for direct influencer-sponsor communication.
- **Lack of Contract Automation:**
 - Manual agreements between influencers and sponsors may lead to misunderstandings if not clearly defined.

3. User Experience Limitations

- **Learning Curve for New Users:**
 - First-time users may find it difficult to navigate the platform without proper onboarding tutorials.
- **Dependence on Internet Connectivity:**

- Users need a **stable internet connection** to access the platform, which may be an issue in certain regions.
- **Mobile App Unavailability (If Web-Based):**
 - If the system is only web-based, mobile users may face usability challenges.

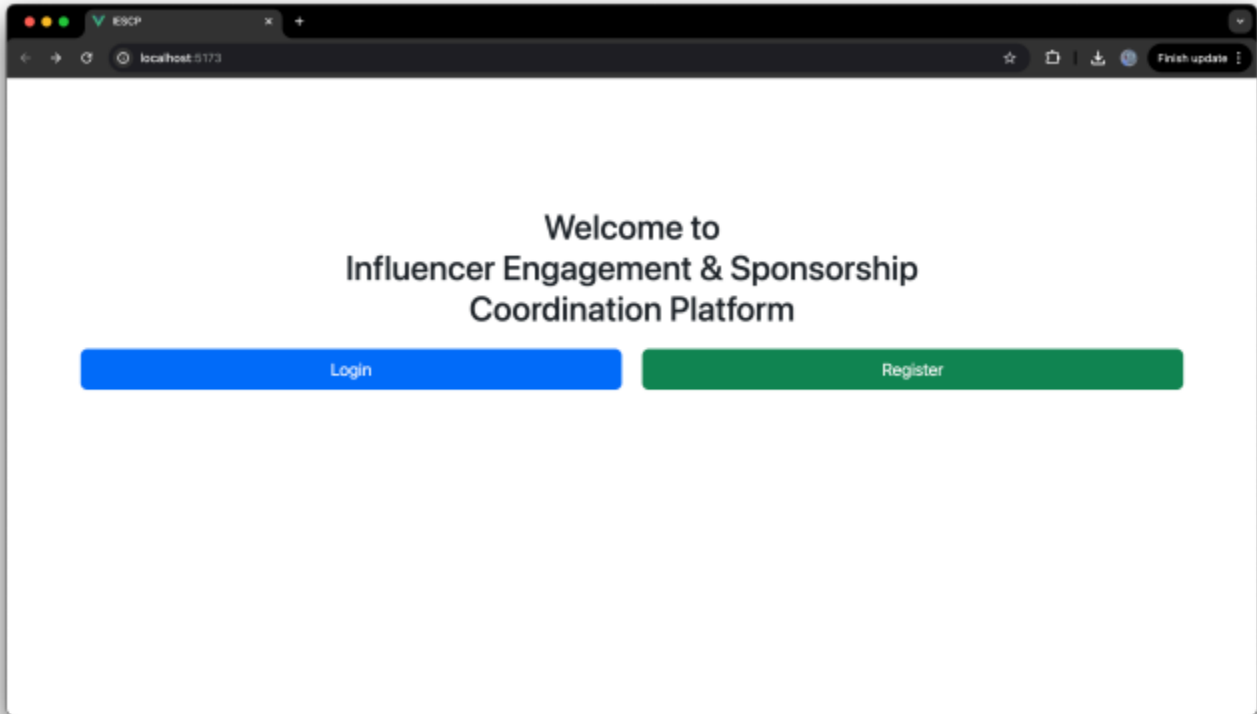
4. Business Limitations

- **Competitive Market:**
 - The platform faces competition from existing influencer marketing platforms like **Upfluence, AspireIQ, and Grin**.
- **High Initial Marketing Costs:**
 - Acquiring users (both influencers and sponsors) requires **significant marketing investment**.
- **Limited Revenue in Early Stages:**
 - The platform may struggle with generating profits until it builds a **strong user base**.

5. Legal & Compliance Limitations

- **GDPR & Data Protection Laws:**
 - The system must comply with **data privacy laws**, which may vary across regions.
- **Tax Regulations for Payments:**
 - Influencer payments may require **tax documentation**, which varies by country.
- **Dispute Resolution Mechanism:**
 - If disputes arise between influencers and sponsors, the system lacks an **automated dispute resolution feature**.

ScreenShots



Login

Login Failed check username or password.

Don't have an account? [sign in](#)

Admin

- Home
- User Management
- Logout

Welcome to Your Dashboard

Active Users

5

Active Campaigns

2

Pending Approvals

0

Flagged Content

1

Sponsor Approvals

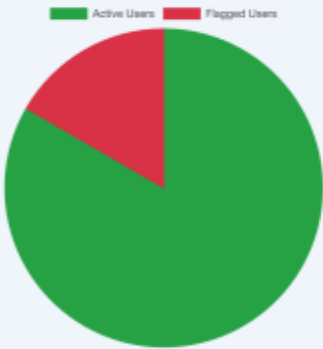
Name	Email	Company	Action
sponso1	spon@gmail.com	comp	<button>Approved</button>
Jhon Deo	Jhon@doe	Google	<button>Approved</button>

Admin

- Home
- User Management
- Logout

User Management

Active Users vs. Flagged Users



Sponsors vs. Influencers



Show Influencers Show Sponsors

#	Name	Email	Category	Actions
1	Bob	Bob@gmail.com	Food	<button>Flag</button> <button>Delete</button> <button>View</button>
2	hey	hey@hey	Lifestyle	<button>Flag</button> <button>Delete</button> <button>View</button>
3	influencer	influ@gmail.com	Fashion	<button>Unflag</button> <button>Delete</button> <button>View</button>
4	influencer1	influ@gmail.com	Fashion	<button>Flag</button> <button>Delete</button> <button>View</button>

Registration

Bio

Write a short bio about yourself

Select Role

Influencer

Niche

Reach

Category

Submit

Have a account? [login](#)

Sponsor

Home

Update Profile

Create Campaign

My Campaigns

Search Influencer

Received Request

Track Request

Logout

Welcome to Your Dashboard

As a Sponsor, you can manage your campaigns, search for influencers, and track your requests here.

Total Budget
\$ 30000

Active Campaigns
0

Pending Requests
0

Your Profile

sponso1
comp

Email: spon@gmail.com

Company Name: comp

Industry: industry

Budget: \$ 30000

Sponsor

Home

Update Profile

Create Campaign

My Campaigns

Search Influencer

Received Request

Track Request

Logout

My Campaigns

Export Campaigns

Title: New Camp

Details: Hello

Goals: Goal

Category:

Budget: 2000

Starting Date: Sat, 15 Mar 2025

Ending Date: Thu, 20 Mar 2025

Visibility: public

Update

Delete

Check Ad Request Status

Sponsor

Home

Update Profile

Create Campaign

My Campaigns

Search Influencer

Received Request

Track Request

Logout

Create Campaign

Campaign Name

Enter campaign name

Description

Enter campaign description

Start Date

dd/mm/yyyy



End Date

dd/mm/yyyy



Budget

Enter budget

Visibility

Goals

Enter campaign goals

Category



Create Campaign

Sponsor

Home
Update Profile
Create Campaign
My Campaigns
Search Influencer
Received Request
Track Request
Logout

Search Influencer

Bob

Email: Bob@gmail.com
Followers: 40000
Category: Food
Niche: Niche
Bio: Hey I'm Bob

Send Request

hey

Email: hey@hey
Followers: 4000
Category: Lifestyle
Niche: Echo
Bio: Hey

Send Request

influencer1

Email: influ@gmail.com
Followers: 400000
Category: Fashion
Niche: niche
Bio: bio

Send Request

Influencer

Home
Update Profile
Ad Request
Search Campaign
Track Request
Logout

Welcome to Your Dashboard!

Total Earnings

\$0

Total Pending Requests

1

Your Profile

Name: influencer

Email: influ@gmail.com

Niche: niche

Bio: Bio influencer

Reach: 30000 followers

Category: Fashion

Accepted Campaigns

Influencer

- Home
- Update Profile
- Ad Request
- Search Campaign
- Track Request
- Logout

Track Requests

Track all ad requests sent to you by sponsors.

#	Campaign Title	Sponsor	Sent By	Payment Offered	Status
1	Tech for Tomorrow	Jhon Deo	You Sent	\$300	Pending

Conclusion

The Influencer Engagement and Sponsor Coordination Platform is a powerful tool for automating collaborations between influencers and sponsors. It streamlines communication, payment processes, and campaign management. However, like any digital platform, it has certain limitations that may impact its efficiency, scalability, and user experience.

1. Technical Constraints:

- The system may struggle with scalability as user volume grows, requiring cloud optimization and load balancing.
- Limited API support from social media platforms may affect influencer performance tracking.
- Security vulnerabilities, if not properly addressed, could expose sensitive user data.

2. Functional Challenges:

- Lack of AI-driven recommendations may reduce the effectiveness of influencer-brand matching.
- No real-time chat or video call features can slow down communication between sponsors and influencers.
- Absence of contract automation could lead to miscommunication or payment disputes.

3. User Experience Issues:

- Some users, especially non-tech-savvy influencers, may find it difficult to navigate the platform without proper guidance.
- Dependence on a stable internet connection makes the platform inaccessible in areas with poor network coverage.
- If there is no dedicated mobile app, users may face difficulties using the system on smartphones.

4. Business & Market Constraints:

- The platform competes with established influencer marketing platforms like AspireIQ, Upfluence, and Grin, making user acquisition challenging.
- High initial marketing costs and slow revenue generation could impact long-term sustainability.
- The absence of strong legal mechanisms to handle disputes, refunds, and contract enforcement may discourage users.

5. Legal & Compliance Issues:

- Strict GDPR and CCPA compliance is necessary to protect user data, adding complexity to platform operations.
- Payment transactions across different regions may require tax compliance and financial regulation adherence.
- The lack of an automated dispute resolution system can make it difficult to handle disagreements between influencers and sponsors.

Bibliography

The following websites were referred during the analysis and execution phase of the project:

REFERENCES:

Chat Gpt

You Tube

Google

GitHub Copilot

Thank You !!!