Influencer Engagement and Sponsorship Coordination Platform – Modern Application Development 2

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Description

This project aims to create an influencer and sponsorship coordination platform where Sponsors can create multiple Ad Requests for their multiple campaigns and Influencers gets the opportunity to collaborate into that Ad. The sponsor can send request to influencer directly as well, and the influencer can either choose to accept it, reject it, or negotiate with the sponsor for a better payroll. Whenever a sponsor signs up to the platform, he needs Admin approval to get access to the platform. The admin can choose to accept or reject it. Admin can also flag users if he finds any inappropriate activity. The Sponsor get full control over all its campaigns, its ad requests, can search for users and much more. The Influencer can make any type of decisions over Ad Requests he has access to. Admins, Sponsors, Influencers all three of them has access to Stats page for different statistical visual data. The users of this platform also gets timely notifications in their mail.

Tech Stack

Python 3.0, HTML5, CSS3, Bootstrap, JavaScript, Flask, Flask-SQLAlchemy, SQLite3, Celery, VueJS, Redis

Database Design

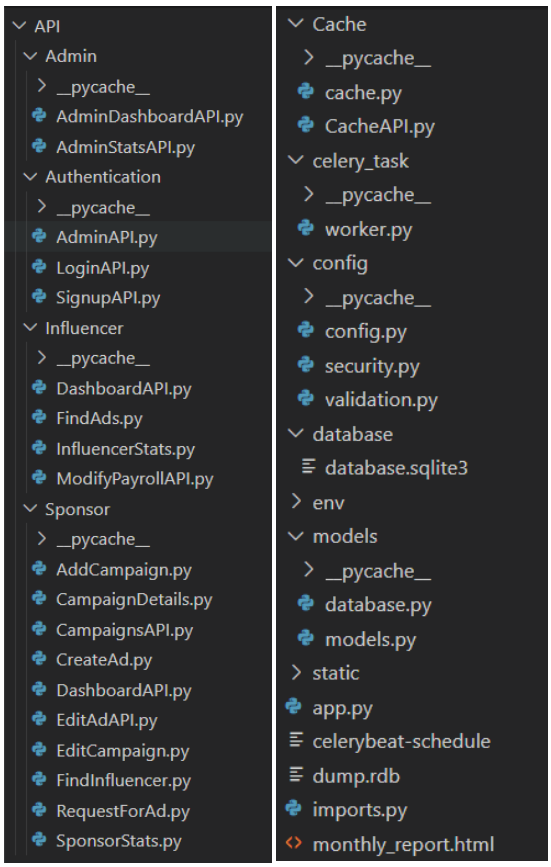
Tables (8)

Name	Type	Schema
admin		CREATE TABLE "admin" ("admin_id" INTEGER NOT NULL UNIQUE, PRIMARY KEY("admin_id" AUTOINCREMENT))
admin_id	INTEGER	"admin_id" INTEGER NOT NULL UNIQUE
adrequest		CREATE TABLE "adrequest" ("ad_id" INTEGER NOT NULL UNIQUE, "ad_name" TEXT NOT NULL, "camp_id" INTEGER NOT NULL, "inf_id" NUMERIC, "messages" TEXT, "requirements" TEXT, "payroll" INTEGER NOT NULL, "ad_status" TEXT NOT NULL, "modified_payroll" INTEGER, PRIMARY KEY("ad_id" AUTOINCREMENT), FOREIGN KEY("camp_id") REFERENCES "campaign"("camp_id"), FOREIGN KEY("inf_id") REFERENCES "influencer"("inf_id"))
ad_id	INTEGER	"ad_id" INTEGER NOT NULL UNIQUE
ad_name	TEXT	"ad_name" TEXT NOT NULL
camp_id	INTEGER	"camp_id" INTEGER NOT NULL
inf_id	NUMERIC	"inf_id" NUMERIC
messages	TEXT	"messages" TEXT
requirements	TEXT	"requirements" TEXT
payroll	INTEGER	"payroll" INTEGER NOT NULL
ad_status	TEXT	"ad_status" TEXT NOT NULL
modified_payroll	INTEGER	"modified_payroll" INTEGER
campaign		CREATE TABLE "campaign" ("camp_id" INTEGER NOT NULL UNIQUE, "camp_name" TEXT NOT NULL, "camp_description" TEXT, "start_date" DATE NOT NULL, "end_date" DATE NOT NULL, "budget" INTEGER NOT NULL, "visibility" TEXT NOT NULL, "goals" TEXT, "sponsor_id" INTEGER, FOREIGN KEY("sponsor_id") REFERENCES "sponsor"("sponsor_id"), PRIMARY KEY("camp_id" AUTOINCREMENT))
camp_id	INTEGER	"camp_id" INTEGER NOT NULL UNIQUE
camp_name	TEXT	"camp_name" TEXT NOT NULL
camp_description	TEXT	"camp_description" TEXT
start_date	DATE	"start_date" DATE NOT NULL
end_date	DATE	"end_date" DATE NOT NULL
budget	INTEGER	"budget" INTEGER NOT NULL
visibility	TEXT	"visibility" TEXT NOT NULL
goals	TEXT	"goals" TEXT
sponsor_id	INTEGER	"sponsor_id" INTEGER
influencer		CREATE TABLE "influencer" ("inf_id" INTEGER NOT NULL UNIQUE, "category" TEXT, "niche" TEXT, "reach" INTEGER, "flag" INTEGER, FOREIGN KEY("inf_id") REFERENCES "user"("userid"), PRIMARY KEY("inf_id"))
inf_id	INTEGER	"inf_id" INTEGER NOT NULL UNIQUE
category	TEXT	"category" TEXT
niche	TEXT	"niche" TEXT
reach	INTEGER	"reach" INTEGER
flag	INTEGER	"flag" INTEGER

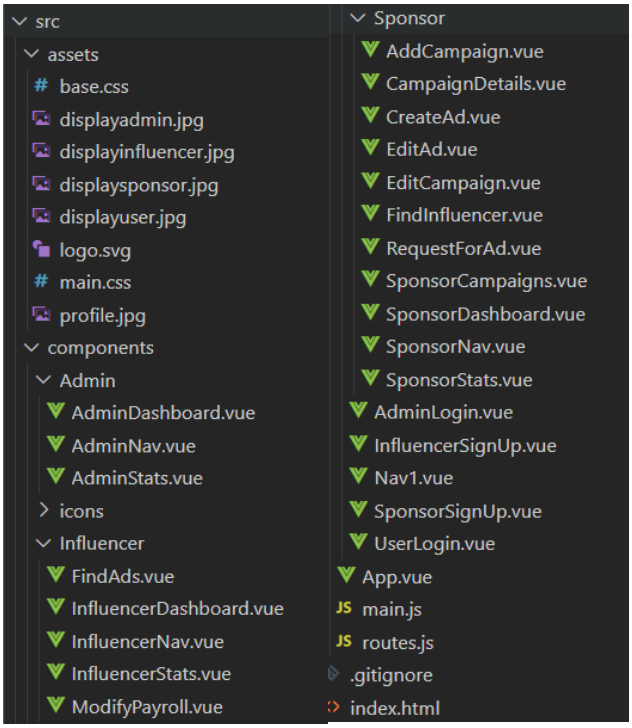
Name	Type	Schema
role		CREATE TABLE "role" ("id" INTEGER NOT NULL UNIQUE, "name" TEXT NOT NULL, "description" TEXT, PRIMARY KEY("id" AUTOINCREMENT))
id	INTEGER	"id" INTEGER NOT NULL UNIQUE
name	TEXT	"name" TEXT NOT NULL
description	TEXT	"description" TEXT
sponsor		CREATE TABLE "sponsor" ("sponsor_id" INTEGER NOT NULL UNIQUE, "org_name" TEXT NOT NULL, "budget" INTEGER, FOREIGN KEY("sponsor_id") REFERENCES "user"("userid"), PRIMARY KEY("sponsor_id" AUTOINCREMENT))
sponsor_id	INTEGER	"sponsor_id" INTEGER NOT NULL UNIQUE
org_name	TEXT	"org_name" TEXT NOT NULL
budget	INTEGER	"budget" INTEGER
sqlite_sequence		CREATE TABLE sqlite_sequence(name,seq)
name		"name"
seq		"seq"
user		CREATE TABLE "user" ("userid" INTEGER NOT NULL UNIQUE, "username" TEXT NOT NULL UNIQUE, "password" TEXT NOT NULL, "role" TEXT NOT NULL, "active" INTEGER, PRIMARY KEY("userid" AUTOINCREMENT))
userid	INTEGER	"userid" INTEGER NOT NULL UNIQUE
username	TEXT	"username" TEXT NOT NULL UNIQUE
password	TEXT	"password" TEXT NOT NULL
role	TEXT	"role" TEXT NOT NULL
active	INTEGER	"active" INTEGER

Architecture Design:

Backend:



Frontend:



Wireframe used was similar to the one in grading document with few changes.

Video Link:

https://drive.google.com/file/d/1282WLE-zb7bCfzsINHFk1IJUy91Ds1aY/view?usp=sharing