

# **PROJECT REPORT**

## **MODERN APP DEVELOPMENT-I**

### **AUTHOR**

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I am a Diploma level student, who has developed a keen interest in learning the intricacies of web development and programming. Throughout the project, I encountered numerous challenges that pushed me to expand my skills and knowledge.

### **PROJECT DESCRIPTION**

The project involved developing an **INFLUENCER ENGAGEMENT AND SPONSORSHIP COORDINATION PLATFORM** using Flask and SQLAlchemy incorporating features such as User Authentication, Role based Access, Campaign management, Influencer Profile Management, Request Submission and negotiation tool for sponsors and influencers and Responsive Design.

### **TECHNOLOGIES USED**

- **Flask:** Micro web framework for its simplicity and extensibility.
- **Flask-Login:** User session management and authentication.
- **Flask-SQLAlchemy:** Simplifies database operations with SQLAlchemy support.
- **Jinja2:** Templating engine for rendering dynamic content.
- **Requests:** A library for making HTTP requests in Python.
- **Bootstrap:** Framework for responsive design.
- **Werkzeug:** WSGI utility library for handling HTTP requests.

## DATABASE ARCHITECTURE

### 1. User table

- **Schema:** user\_id, name, email, password\_hash, signup\_date, role, image, niche, platform, reach, flagged
- **Primary key:** user\_id
- **Relationships:** One-to-Many with Campaign, One-to-Many with AdRequest

### 2. Campaign table

- **Schema:** campaign\_id, title, description, budget, start\_date, end\_date, visibility, status, niche, flagged
- **Primary key:** campaign\_id
- **Foreign key:** user\_id (references User Table)
- **Relationships:** Many-to-One with User, One-to-Many with AdRequest

### 3. AdRequest table

- **Schema:** request\_id, title, description, amount, status
- **Primary key:** request\_id
- **Foreign key:** campaign\_id (references Campaign table), sender\_id, receiver\_id (references User Table)
- **Relationships:** Many-to-One with User, Many-to-One with Campaign

### 4. Rejected\_requests table:

- **Schema:** user\_id, request\_id
- **Foreign key:** request\_id (references Adrequest Table), User\_id (references User Table)
- **Relationships:** Many-to-Many with AdRequest and User

ER-Diagram: [Diagram](#)

Project Video: [Video](#)