INFLUENCER ENGAGEMENT AND SPONSORSHIP COORDINATION PLATFORM

PROJECT REPORT

BIJINEPALLI SURAT DHANI

23F3001374

MODERN APPLICATION DEVELOPMENT I

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STUDENT DETAILS:

Name *– Bijinepalli Surat Dhani*

Roll no. *- 23f3001374*

Email *- 23f3001374@ds.study.iitm.ac.in*

PROJECT DETAILS:

Project Description *– This platform connects sponsors and influencers, enabling efficient and beneficial collaborations. Sponsors can easily find influencers to promote their products or services, ensuring effective and targeted advertising. Influencers can monetize their reach and creativity, boosting their growth and engagement. The platform also features ad requests and an admin dashboard for monitoring campaigns, flagged users, and other statistics.*

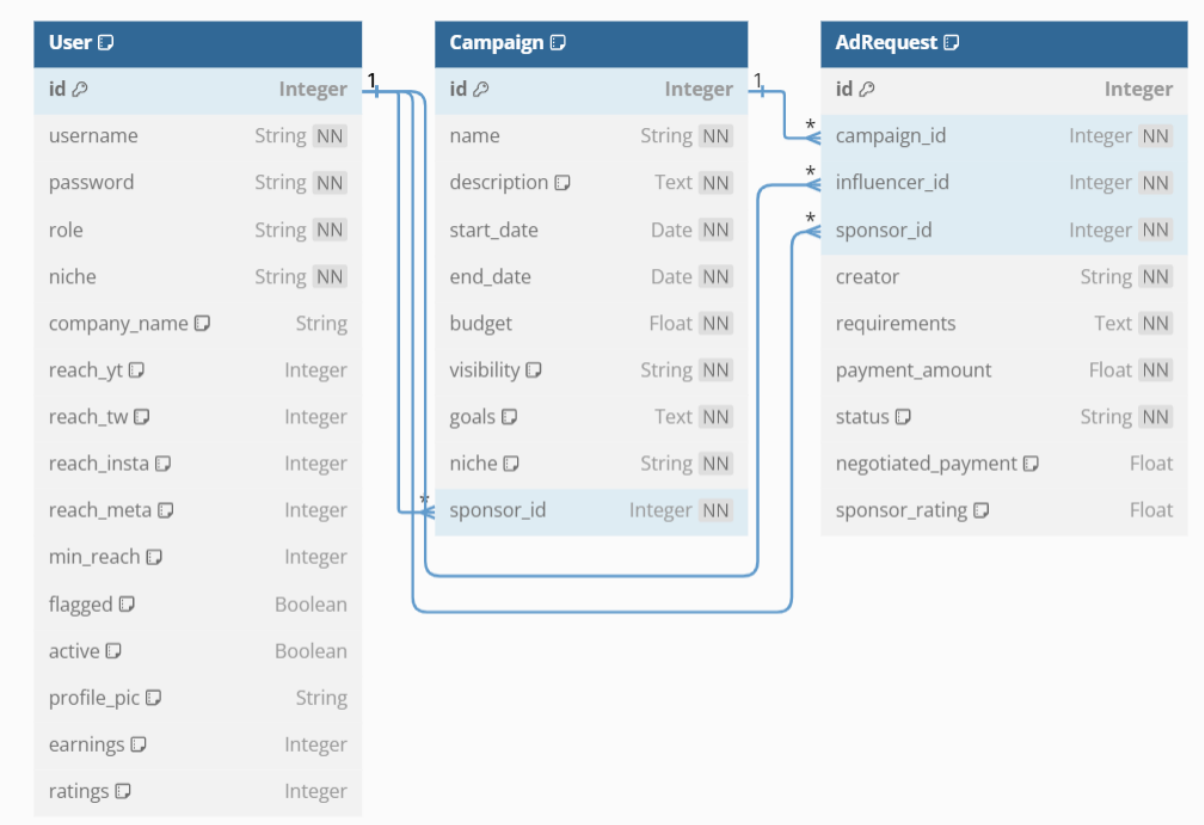
How I Approached the Problem Statement? *– Since I had taken the MAD1 project along with the theory for the first time and had almost no prior knowledge of Flask, my first step was to gain knowledge from resources on Youtube and the official documentation.*
Next, to tackle the problem of connecting sponsors and influencers, I started by outlining the core functionalities needed for both user groups. I designed a user-friendly registration and login system, allowing influencers and sponsors to create and manage profiles. The initial phase was definitely challenging, but soon, I got the hang of it. The database schema was carefully crafted to store and manage user data, campaigns, and ad requests efficiently. I implemented features for uploading and displaying profile pictures, ensuring a visually appealing and professional platform. Additionally, I integrated a robust admin dashboard to monitor activity, track flagged users, and generate statistical insights. The project was built using Flask for backend development, SQLite for databases and HTML, CSS, Bootstrap for the frontend.
Overall, I learned a lot while working on this project and tried creating a platform that serves the problem statement to the best of my capability. It taught me to accept challenges and work towards achieving the goals systematically.

TECHNOLOGIES USED:

1. ***Flask****: A lightweight web framework for Python, used for building the backend of the application.*
2. ***SQLAlchemy****: An ORM (Object Relational Mapper) for managing database operations and interactions in Python.*
3. ***SQLite****: A lightweight, file-based relational database, used for storing user data, campaigns, and ad requests.*
4. ***Bootstrap****: A popular CSS framework, used for creating responsive web designs.*
5. ***HTML/CSS****: The standard markup languages for creating and designing web pages.*
6. ***Chart.js****: A JavaScript library used for creating interactive charts and graphs to visualize data.*

7. ***Jinja2***: *A templating engine for Python, used with Flask to render dynamic HTML pages.*
8. ***Werkzeug***: *A comprehensive WSGI web application library used by Flask for request and response handling.*
9. ***Flask-Login***: *A Flask extension used for managing user authentication and session management.*
10. ***Python***: *The primary programming language used for developing the backend logic and functionality of the application.*
11. ***Datetime***: *A Python module used for manipulating dates and times.*

ENTITY-RELATIONSHIP DIAGRAM OF DATABASE:



PROJECT PRESENTATION VIDEO:

https://drive.google.com/file/d/1XIzTzaC1DnotbIlp16vl0eI_jsy8xTQM/view?usp=sharing