

MAD 2 Influencer and Sponsorship Coordination Platform – V2

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I am Sahana Srinivasan, pursuing BS Data Science and Applications from IIT Madras. I am passionate about programming and learning data science, as part of MAD 2 I am excited to describe my app.

Project Name

AdVeri – connecting influencers and sponsors.

Project Description

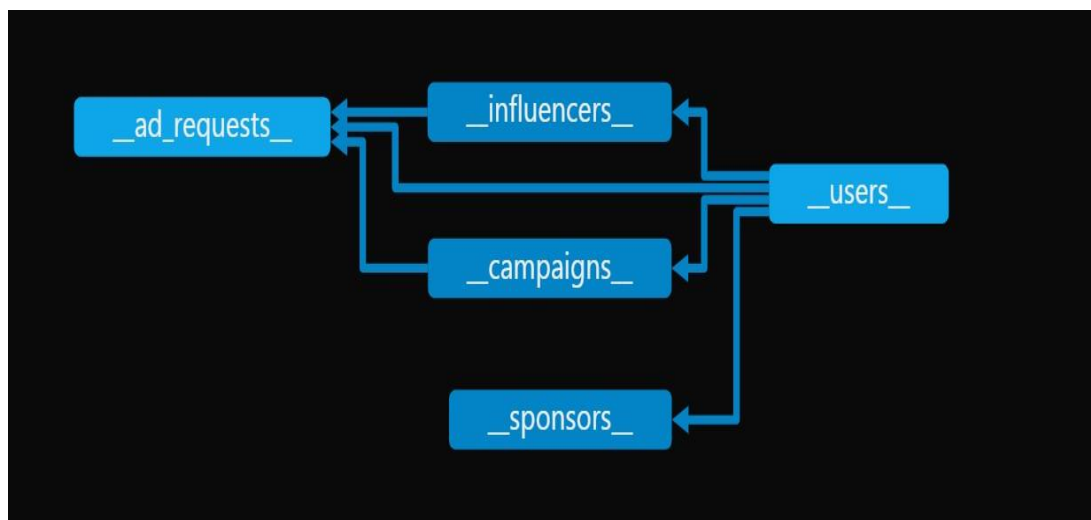
This project is part of our MAD 2 theory course under the Diploma in Programming. AdVeri is a platform designed to connect influencers with sponsors.

AdVeri allows sponsors to create and track campaigns, and invite influencers to join them, thereby enhancing their brand presence. Influencers can join these campaigns to promote products.

Technologies Used:

1. SQLite for data storage
2. Flask for API
3. VueJS for UI
4. Redis for caching
5. Redis and Celery for batch jobs

Database Schema:



Wireframe:

The following are the routes/APIs used for this project:

Authorization APIs:

- path: '/', component: HomePage
- path: '/register-sponsor', component: SponsorRegisterPage
- path: '/register-influencer', component: InfluencerRegisterPage
- path: '/logout', component: UserLogout

Admin APIs:

- path: '/admin-dashboard', component: AdminDashboard
- path: '/admin-users', component: AdminManageUsers
- path: '/admin-campaigns', component: AdminManageCampaigns
- path: '/admin-approve-sponsor', component: AdminApproveSponsor

Sponsors APIs:

- path: '/sponsor-reports', component: SponsorReports
- path: '/sponsor-dashboard', component: SponsorDashboard
- path: '/sponsor-campaigns', component: SponsorCampaigns
- path: '/sponsor-requests', component: SponsorRequests
- path: '/influencer-dashboard', component: InfluencerDashboard
- path: '/influencer-send-requests', component: InfluencerSendRequests
- path: '/influencer-manage-requests', component: InfluencerManageRequests

Demonstration Video

Below here is the link to my demonstration video:

https://drive.google.com/file/d/10xq10YWSKfq9n_5thlB8HoKJbDDd2ehp/view?usp=sharing

Architecture of the project:

