University of British Columbia, Vancouver
Department of Computer Science

CPSC 304 Project Cover Page

Milestone #: 1

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Group Number: 4

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By typing our names and student numbers in the above table, we certify that the work in the attached assignment was performed solely by those whose names and student IDs are included above. (In the case of Project Milestone 0, the main purpose of this page is for you to let us know your e-mail address, and then let us assign you to a TA for your project supervisor.)

In addition, we indicate that we are fully aware of the rules and consequences of plagiarism, as set forth by the Department of Computer Science and the University of British Columbia

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Project Description

The domain of our project is the logistics of social media influencer marketing. This project primarily addresses the data related to influencers on social media and their collaboration with sponsors to promote products through posts. By modeling this aspect of the domain, we want our application to target people who are interested in the economics of influencer marketing to discover insightful trends and information from a database that contains data generated by the influencer industry. Their discoveries may further help them in either their own career or enhance their understanding of the social media influencer economy.

Database Specification

We want people who are using this database to be able to view different analytics involving data such as influencer information, post engagement and performance, and brand deal revenue. Users will be able to filter out data based on certain criteria over the attribute for each view, so they can focus on the information they are interested in. We also want users to be able to calculate the net income for a specific post or calculate the total income an account gets from the sponsorship. Users such as influencers and management agencies can sort sponsor companies (or vice versa) to help them find potential collaborators, and track performance of ongoing campaigns.

Application platform

We want to use the department provided Oracle for the DBMS. For the tech stack, we plan to use HTML + CSS for the frontend and JavaScript (Node.js) for the backend.

ER diagram

(please see the picture on the next page)

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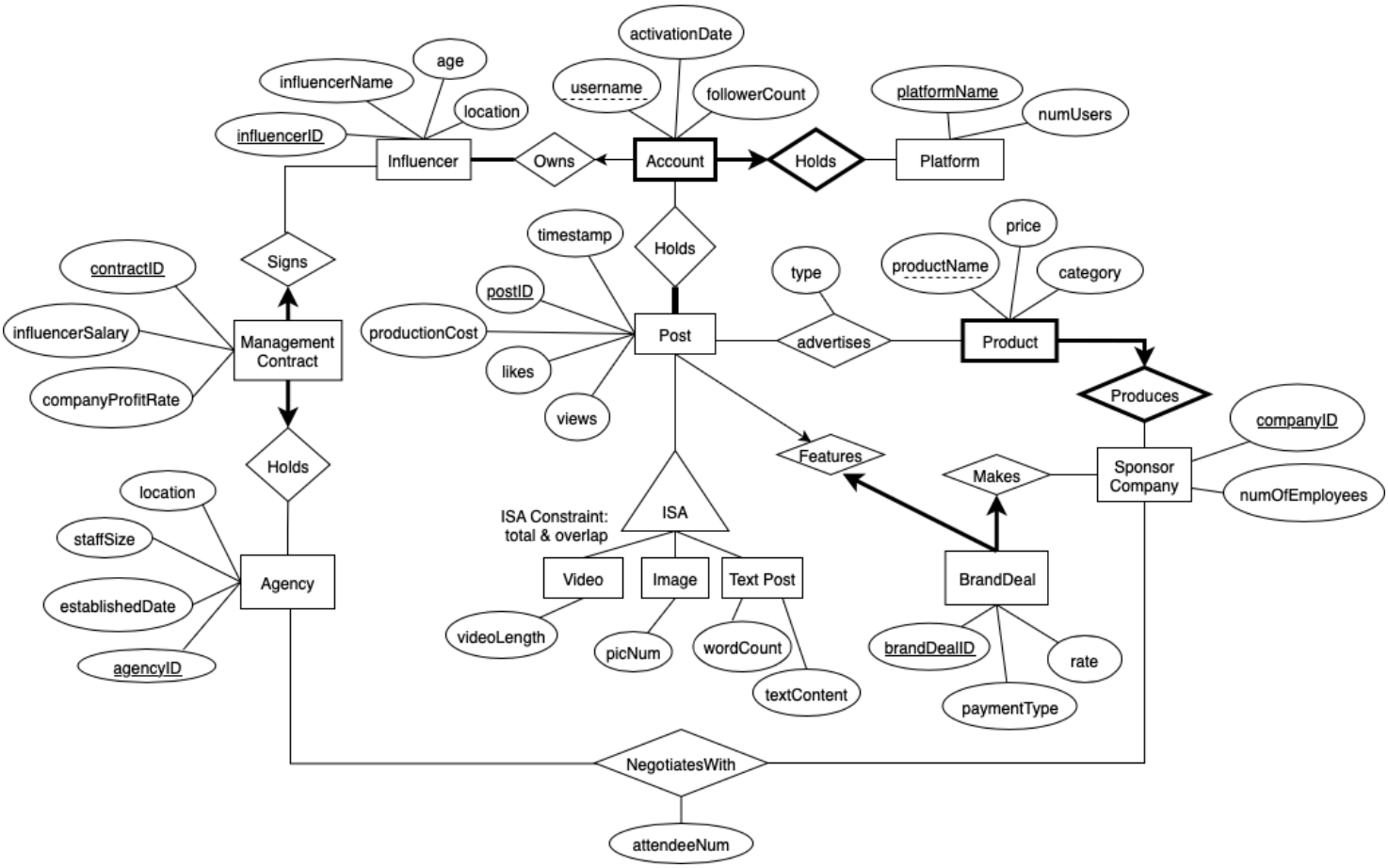

Explanation for some part of the ER diagram:

1. In our design, we allow post to be held by multiple accounts because there are platforms that allow one post to have multiple collaborators
2. We assume that a post can at most make one brand deal
3. We assume that a post might advertise more than one products
4. We allow an account to own by no influencer because the influencer of an account is not always known
5. We assume an account can owned by at most one influencer