

# PROJECT REPORT FOR MAD-2

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- ☐ **Course:** Modern Application Development -2

**Project Title:** Influencer-Sponsor Coordination Platform

## **Problem Statement:**

The project aimed to develop a platform to streamline the collaboration between influencers and sponsors. It addresses the challenges of finding suitable influencers for campaigns, managing ad requests, and tracking campaign progress.

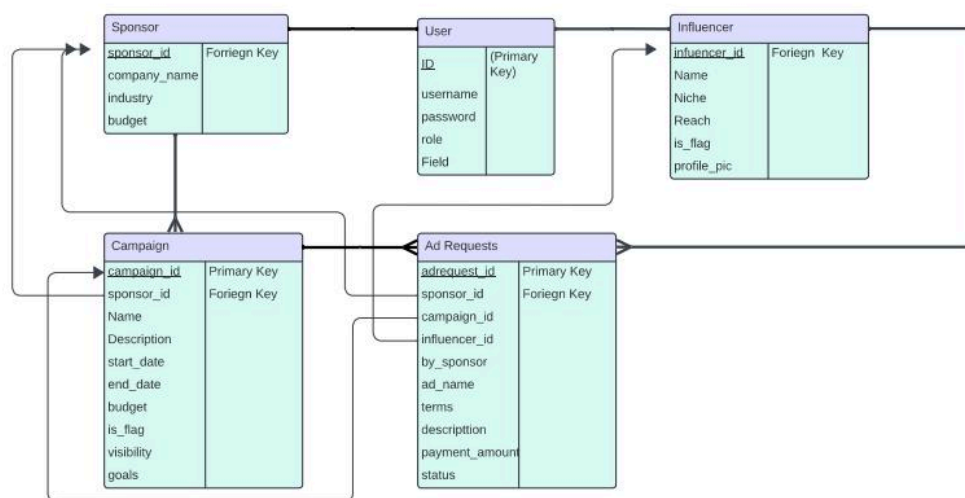
## **Approach**

1. **User Roles:** Implemented distinct roles for sponsors, influencers, and admins, each with specific functionalities and permissions tailored to their needs.
2. **Campaign Management:** Enabled sponsors to create, edit, and delete campaigns, providing comprehensive controls over campaign details such as niche, budget, visibility, and goals.
3. **Influencer Search:** Equipped sponsors with powerful search and filtering options to find relevant influencers based on criteria like niche, reach, category, and username, streamlining the identification of potential partners.
4. **Ad Request System:** Developed a streamlined ad request system that facilitates clear communication and negotiation between sponsors and influencers, allowing for efficient collaboration management.
5. **Profile Management:** Provided users with the ability to view and edit their profiles, including uploading profile pictures for influencers, enhancing visibility and personalization.
6. **Background Task Automation:** Integrated Celery and Redis to automate essential background tasks, such as sending daily reminders to influencers, generating monthly reports for sponsors, and enabling CSV data exports for efficient data management.
7. **Admin Control:** Designed a comprehensive admin dashboard to grant administrators control over user management, campaign monitoring, and ad request coordination, ensuring platform integrity and smooth operation.
8. **Performance and Caching:** Incorporated Redis for caching to optimize platform performance, ensuring responsiveness and scalability for a growing user base.

## Frameworks and Libraries Used

1. **Backend:** Flask (web framework), SQLAlchemy (ORM), SQLite (database), Celery (task queue), Redis (caching and message broker)
2. **Frontend:** Vue.js (JavaScript framework), Bootstrap (CSS framework), Axios (HTTP client), Chart.js (charting library)
3. **Others:** Werkzeug (for secure password hashing and file uploads), Flask-JWT-Extended (for authentication), Flask-Mail (for sending emails)

## ER DIAGRAM



## Presentation Video Link

- **Drive Link:**  
<https://drive.google.com/drive/folders/1r1NS2EbA1wGe5ngAv3l-H1m7ILF6y8w-?usp=sharing>