

PROJECT REPORT

Modern Application Development I
Influencer Engagement and Sponsorship Coordination Platform

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Project Statement:

It's a platform to connect Sponsors and Influencers so that Sponsors can get their product/service advertised and Influencers can get monetary benefit.

Technologies Used:

- Python
- Flask
- Flask SQL Alchemy
- Jinja2 templates
- Bootstrap for HTML generation and styling with CSS
- SQLite for data storage

Database Schema:

The Database schema comprises following Classes/Entities:

1. User
 - General user info
 - Key fields: id, user_id, name, password, usertype, status
2. Sponsor
 - Sponsor details
 - Key fields: sponsor_id, name, industry, budget, status
 - Relation: One-to-Many with Campaign
3. Influencer
 - Influencer info
 - Key fields: influencer_id, name, category, niche, reach, status
 - Relation: One-to-Many with Request
4. Campaign
 - Ad campaign details
 - Key fields: campaign_id, name, description, dates, budget, goals, status
 - Relations: Many-to-One with Sponsor, One-to-Many with AdRequest
5. AdRequest
 - Ad request specifics

- Key fields: adrequest_id, campaign_id, influencer_id, message, requirements, payment, status

- Relations: Many-to-One with Campaign, One-to-Many with Request

6. Request

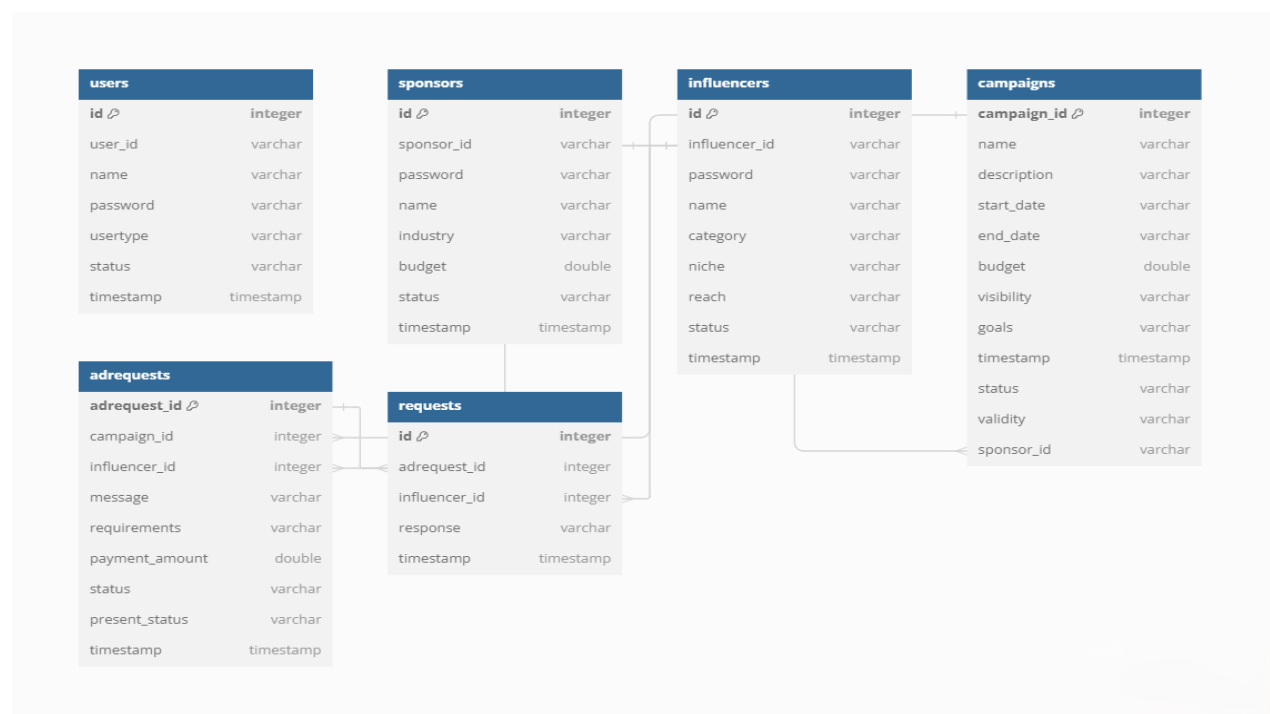
- Influencer responses to ad requests

- Key fields: id, adrequest_id, influencer_id, response

- Relations: Many-to-One with AdRequest and Influencer

ER Diagram:

The Entity Relationship Diagram below shows the DataBase Schema and relationship:



Architecture Design:

The Model View Controller-MVC architecture has been implemented in this project. The project has following structure:

1. **Controllers** - Contain controllers for Admin, Sponsor, Influencer, UserManager.
2. **Templates** - Contain all views divided into further sub-folders for clarity.
3. **Models** - Contain model.py defining classes for model as per schema.
4. **Static** - Contains CSS.
5. **Database** - Contains sqlite database file.
6. **Application** - Contains config file.

Main features and Working:

The project has separate login and registration for Sponsor and influencers

Admin Controls:

- An admin can monitor all the users/campaigns.
- The Dashboard is provided with all the relevant Statistics.
- Ability to flag inappropriate campaigns/users.
- Multi-Level search of Sponsors/Influencers/Campaigns/AdRequests based on various criteria.

Sponsors:

- Sponsors can update and modify their profiles.
- They can create and modify and delete the Campaigns.
- Sponsors can create multiple campaigns and track each individual campaign.
- Search Influencers on different parameters
- Send Ad Requests to Influencers for Private Campaigns.
- Accept or reject requests of Influencers for Public Campaigns.

Influencers:

- Influencers can update and modify their profiles.
- Receive and Negotiate on AdRequests by Sponsors for Private Campaigns.
- Can negotiate by sending a response to AdRequests for Public Campaigns.
- Search for Public Campaigns and AdRequests according to different criteria's.

Video Link:

https://drive.google.com/file/d/16m_6zFr-QXm3B67RYIDXRnzvv8LE-m7u/view?usp=drive_link