<u>Project Report – IESCP V2</u>

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Introduction:

The Influencer Engagement & Sponsorship Coordination Platform - V2 is a multi-user web application that allows influencers to explore ad campaigns and sponsors to create new campaigns and ad requests to influencers.

Technologies Used:

- Python – Python is the primary programming language used for developing app

- Flask – Used for backend application and APIs

- SQLite- Serves as the database for the application

- VueJS – Used for creating frontend of the application

- Jinja2 – Used for displaying data dynamically in HTML pages

- Bootstrap – It is a CSS framework, we used for making pages visually appealing

- Redis – For caching and backend for celery

- Celery and Celery beat – To perform async task and schedule task for automatic execution

- Mailhog – For setting and demonstrating mailing service on local system

Database Schema:

The database structure is given below.

users

Column Name	Type	Constraints
id	Integer	Primary Key, Auto-increment
uuid	String(36)	Unique, Not Null
username	String(120)	Unique, Not Null
email	String(120)	Unique, Not Null
password	String(255)	Not Null
role	String(20)	Not Null

Column Name	Type	Constraints
status	String(20)	Not Null
is_inappropriate	Integer	Default: 0, Not Null
created_at	DateTime	Default: Current Timestamp

sponsor_profiles

Column Name	Type	Constraints
id	Integer	Primary Key, Auto-increment
uuid	String(36)	Unique, Not Null
name	String(100)	Not Null
industry	String(50)	Not Null
budget	Float	Not Null
contact_email	String(100)	-
website_link	String(255)	-
user_id	Integer	Foreign Key: users.id, Not Null
created_at	DateTime	Default: Current Timestamp

influencer_profiles

Column Name	Type	Constraints
id	Integer	Primary Key, Auto-increment
uuid	String(36)	Unique, Not Null
name	String(100)	Not Null
category	String(50)	Not Null
niche	String(50)	Not Null
youtube_follower	String(20)	-
youtube_link	String(255)	-
instagram_follower	String(20)	-
instagram_link	String(255)	-
twitter_follower	String(20)	-
twitter_link	String(255)	-
user_id	Integer	Foreign Key: users.id, Not Null
created_at	DateTime	Default: Current Timestamp

campaigns

Column Name	Type	Constraints
id	Integer	Primary Key, Auto-increment
uuid	String(36)	Unique, Not Null
name	String(100)	Not Null
description	Text	Not Null
start_date	DateTime	Not Null
end_date	DateTime	Not Null
budget	Float	Not Null
visibility	String(10)	Not Null
primary_goal	Text	-
secondary_goal	Text	-
clicks	Integer	-
impressions	Integer	-
sponsor_id	Integer	Foreign Key: sponsor_profiles.id, Not Null
is_inappropriate	Integer	Default: 0, Not Null
created_at	DateTime	Default: Current Timestamp

ad_requests

Column Name	Type	Constraints
id	Integer	Primary Key, Auto-increment
uuid	String(36)	Unique, Not Null
campaign_id	Integer	Foreign Key: campaigns.id, Not Null
sponsor_id	Integer	Foreign Key: sponsor_profiles.user_id, Not Null
influencer_id	Integer	Foreign Key: influencer_profiles.user_id, Not Null
requirements	Text	Not Null
payment_amount	Float	Not Null
status	String(20)	Default: 'Pending', Not Null
created_at	DateTime	Default: Current Timestamp

messages

Column Name	Type	Constraints
id	Integer	Primary Key, Auto-increment
uuid	String(36)	Unique, Not Null
campaign_id	Integer	-
sponsor_id	Integer	Not Null
influencer_id	Integer	Not Null
messages	Text	-

Column Name	Type	Constraints
ad_id	Integer	-
sender	Integer	-
created_at	DateTime	Default: Current Timestamp

payments

Column Name	Type	Constraints
id	Integer	Primary Key, Auto-increment
uuid	String(36)	Unique, Not Null
influencer_id	Integer	Not Null
sponsor_id	Integer	Not Null
campaign_id	Integer	Not Null
amount	Float	Not Null
created_at	DateTime	Default: Current Timestamp

Project Video Link: https://youtu.be/zaN5JjRpuJc