

# Influencer Engagement and Sponsorship Coordination Platform

**Project Title-Brand Dealzz**

**Project Report by-  
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Modern Application Development - I  
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## Student details

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*About Me* - I am Ish Sachdeva in Diploma Level and this is my Modern Application one Development Project in Which I was Given to develop a web-app using flask and jinja2 templating and sqlite3 database.

## Project Description

It's a platform which serves as a dynamic bridge between sponsors and influencers, facilitating seamless collaborations for mutual benefit. Sponsors can effortlessly find the right influencers to promote their products or services, ensuring targeted and effective advertising. Influencers, in turn, monetize their reach and creativity. This synergy not only maximizes exposure and engagement for sponsors but also empowers influencers to grow and thrive in their respective niches.

*Project Video* → [Project Presentation Link](#)

## *How I approached the problem statement*

I studied the MAD-1 course last term and learned about HTML, CSS, Flask, and related technologies. Additionally, I took DBMS with MAD-1, which was instrumental in the database aspect of my project. I began by creating the database, then designed the web pages, and proceeded to code with Flask, using SQLite3 to retrieve data and render it to HTML through Jinja2. This approach connected my web pages with Flask. I also developed an admin dashboard using Matplotlib to provide statistics to influencers, sponsors, and admins. The admin had the ability to flag and remove influencers and sponsors involved in misleading campaigns. This is how I completed my project.

## *Technologies Used*

1) **Flask**: Backend framework for building the web application.

3) **SQLite**: Database management system for storing application data.

4) **HTML/CSS/JavaScript:** Frontend technologies for user interface design and interactivity.

6) **Datetime:** Python library for handling date and time operations.

7) **Jinja2:** Template engine for rendering dynamic HTML content.

9) **Matplotlib:** Python Library for creating different types of charts on the admin, influencer and sponsor dashboard.

### **Folder Structure For the Project**

