Influencer Engagement and Sponsorship Coordination Platform

ADFLUENCEFLOW

Project Report by **Kapil**
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Modern Application Development – I

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Student details

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About me – Coding is where I find my creative flow. I love the chance to work on complex problems and find elegant solutions. Well, curiosity lands me learning a new programming language or framework. From designing intuitive websites to exploring the depths of machine learning, I am passionate about pushing the boundaries of technology. But when I am not glued to the screen, you will probably find me on the football pitch or on the dance floor

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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.

How I approached the problem statement

Approaching the project with no prior experience in Flask and taking MAD-1 project and MAD-1 theory together, initially made me quite nervous. I worried about meeting the deadline. However, Its June 18th today and I find myself pleasantly surprised—I've completed the project successfully.

To kickstart my learning journey, I relied on a tutorial by techwithtim, where I grasped the fundamentals of Flask, he taught some basic functionalities like login, signup, and CRUD operations for a single entity, "note". This tutorial provided me with a foundational understanding of Flask's workflow and structure.

I implemented a login and signup form. Progressing further, I prioritized developing functionalities for influencers and sponsors, deferring the admin section for later stages of the project.

I had not watched DBMS videos as only week 1 was released, so I had no idea of foreign key and other constraints at that time and I would encounter so many errors, but my strong will, dedication kept me going on. I would say the initial phase from 1st June to 6th June were particularly rigorous. After that I got into the flow state my approach became more methodical. I structured my work around a detailed to-do list, prioritizing feature implementation on a daily basis.

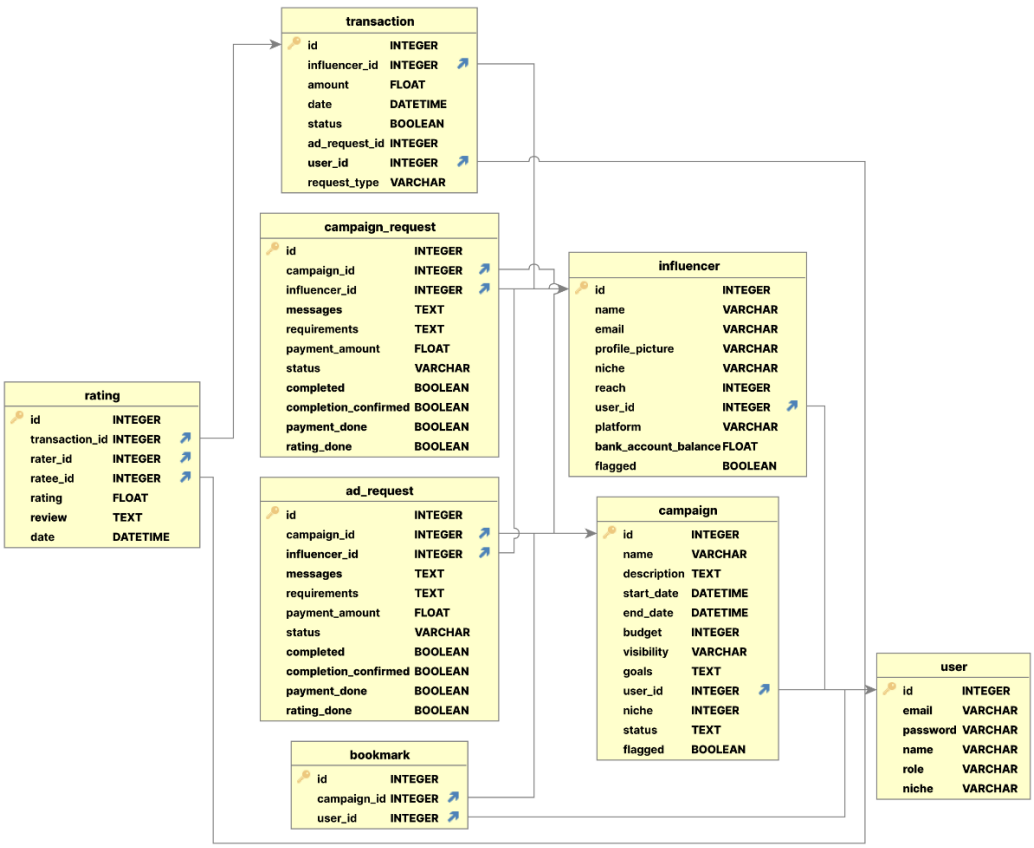
Ultimately, my proactive approach paid off, and I completed the project well ahead of the first deadline, despite the absence of formal training. This experience underscored the importance of perseverance and adaptability in overcoming challenges and achieving project goals.

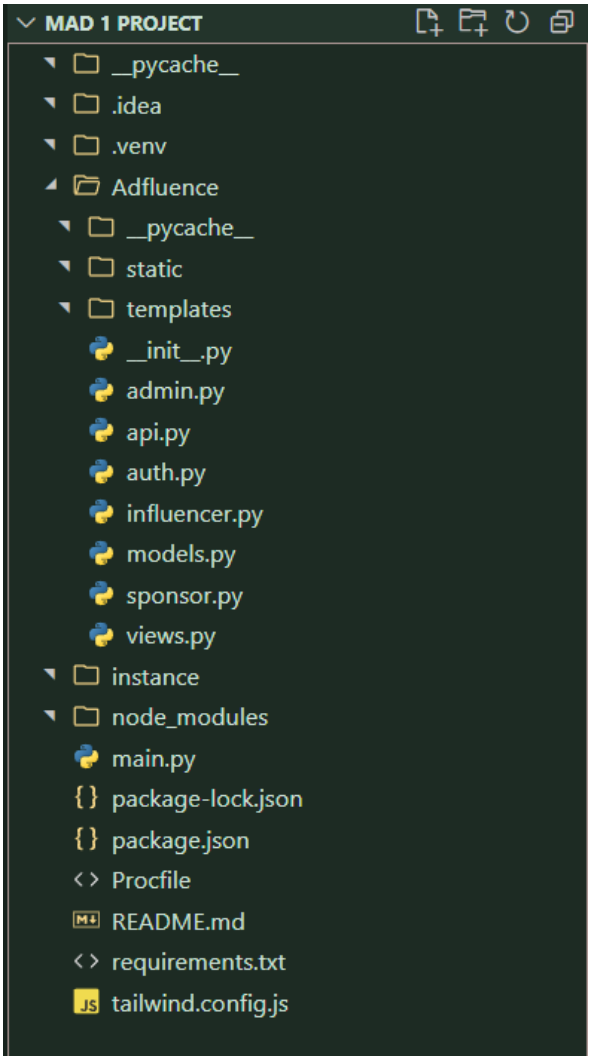
Technologies Used

1) ***Flask:*** Backend framework for building the web application.
2) ***SQL Alchemy:*** ORM (Object-Relational Mapping) tool for database interactions.
3) ***SQLite:*** Database management system for storing application data.
4) ***HTML/CSS/JavaScript:*** Frontend technologies for user interface design and interactivity. Also used Tailwind CSS apart from vanilla CSS.
5) ***Flask-Login:*** Extension for managing user sessions and authentication.
6) ***Datetime:*** Python library for handling date and time operations.
7) ***Jinja2:*** Template engine for rendering dynamic HTML content.
8) ***Werkzeug:*** Utility for securely managing passwords and authentication.
9) ***ChartJS:*** User for creating different types of charts on the admin dashboard.

DB Schema Design

The database schema encompasses tables for users, campaigns, influencers, ad requests, bookmarks, transactions, ratings, and more. These entities are interconnected to track various user activities within the system. Each table contains essential fields such as user details, campaign specifics, influencer information, transaction records, and feedback data. Relationships are established to manage interactions like campaign requests, ad placements, and user ratings, ensuring robust data management across the platform. This structure supports comprehensive tracking and management of activities related to campaigns, influencers, and user engagements within the application.





API Endpoints

USERAPI	/api/user/<int:id>	/api/user
CAMPAIGNAPI	/api/campaign/<int:id>	/api/campaign
ADREQUESTAPI	/api/adrequest/<int:id>	/api/adrequest
INFLUENCERAPI	/api/influencer/<int:id>	/api/influencer
CAMPAIGNREQUESTAPI	/api/CampaignRequest/<int:id>	/api/CampaignRequest

DEPLOYED ON RENDER

https://mad-1-project-iescp.onrender.com

PROJECT VIDEO

https://youtu.be/ROC1Bg4fBQc?feature=shared