

Project Report: Influencer Marketing Platform

1. Student Details

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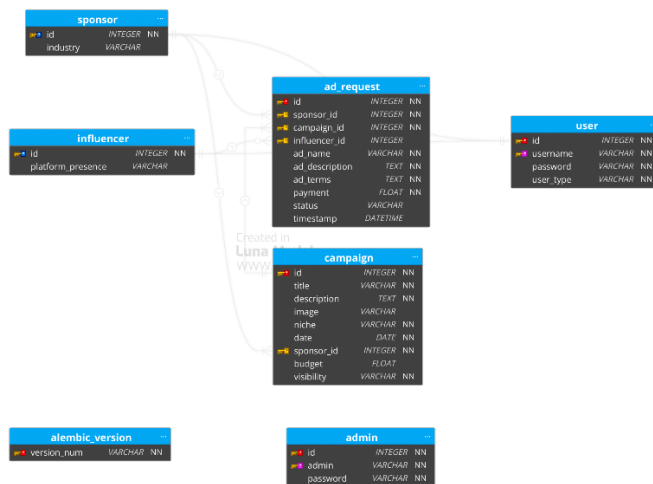
2. Project Details

- **Project Title:** Influencer Marketing Platform
- **Problem Statement:** The project aims to design and implement a web application that facilitates connections and collaborations between sponsors and influencers. The platform should enable sponsors to create and manage campaigns, find suitable influencers, and track campaign performance. Influencers should be able to browse available campaigns, accept or reject collaboration requests, and manage their profiles.
- **Approach:** I approached this problem statement by employing a modular design using the Flask web framework and a relational database (SQLite) with SQLAlchemy as the ORM. The application is divided into distinct user roles (sponsor, influencer, and admin), each with specific functionalities and permissions. I prioritized creating a user-friendly interface for both sponsors and influencers to navigate and interact with the platform effectively.

3. Frameworks and Libraries Used

- **Flask:** Web framework for routing, templates, and session management.
- **SQLAlchemy:** Object-Relational Mapper (ORM) to interact with the SQLite database.
- **Flask-Migrate:** Extension to manage database migrations.
- **Werkzeug:** For password hashing and security.
- **Matplotlib:** For generating statistical charts and graphs.

4. ER Diagram



Key Tables:

- **User:** Stores common user data (username, password, user type).
- **Sponsor:** Extends User, with additional sponsor-specific attributes.
- **Influencer:** Extends User, with influencer-specific attributes.
- **Campaign:** Stores campaign details.
- **AdRequest:** Connects Sponsors, Influencers, and Campaigns, representing collaboration requests.

Relationships:

- One-to-many relationship between Sponsor and Campaign.
- One-to-many relationship between Influencer and AdRequest.
- Many-to-one relationships between AdRequest and Sponsor, Influencer, and Campaign.

5. API Resource Endpoints

- `/api/influencers:` (GET) Returns a list of influencers.
- `/api/sponsors:` (GET) Returns a list of sponsors.
- `/api/campaigns:` (GET) Returns a list of campaigns.
- `/api/ad_requests:` (GET) Returns a list of ad requests.

6. Presentation Video

- **Drive Link:**
<https://drive.google.com/file/d/1uRb4qG7zZFnd5ZLblioPm7SoqFeVvq9/view?usp=sharing>