

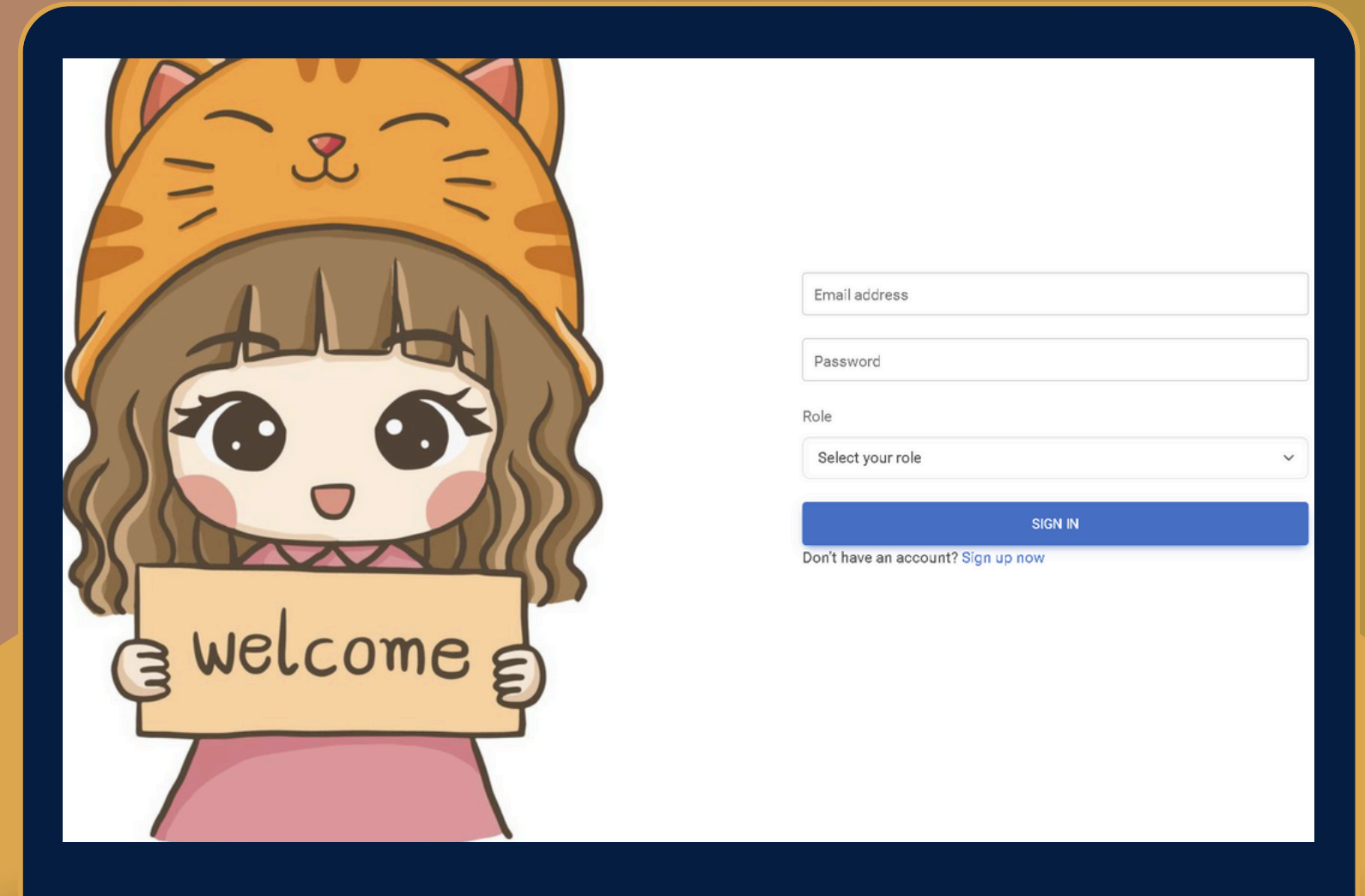


IIT Madras
Data Science and
applications

SellSphere

AdXchange

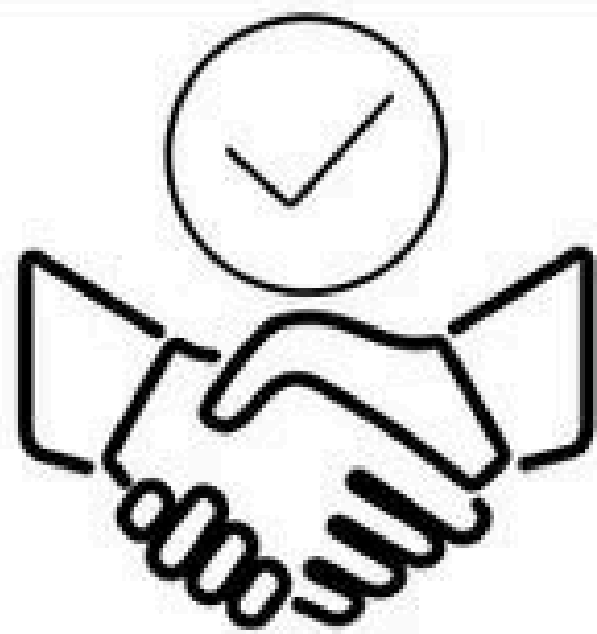
By: Padmaja Mazumder



Overview

- ▶ Introduction
- ▶ Student Details
- ▶ Project Description
- ▶ Approach
- ▶ Technologies Used
- ▶ DB Schema Design
- ▶ Project Video

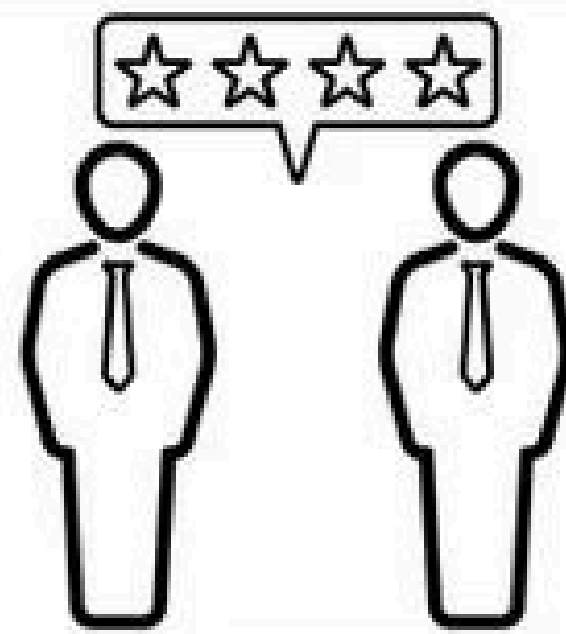




Partnership



Community



Review



Influencer



Recommend

Introduction

Project Report
Influencer Engagement and Sponsorship Coordination
Platform

Modern Application Development – I May, 2024 Term

About ME

I'm Padmaja Mazumder, currently pursuing a Bachelor of Technology at the National Institute of Technology, Silchar alongside B.S. in Data Science and Applications at the Indian Institute of Technology, Madras. When I'm not immersed in the world of technology, you'll find me lost in literature, with notepad as my escape. I'm also classically trained in music and dance, blending my love for tradition with a passion for innovation though "I'm new to this field, having taken both MAD1 theory and project in this term for the first time

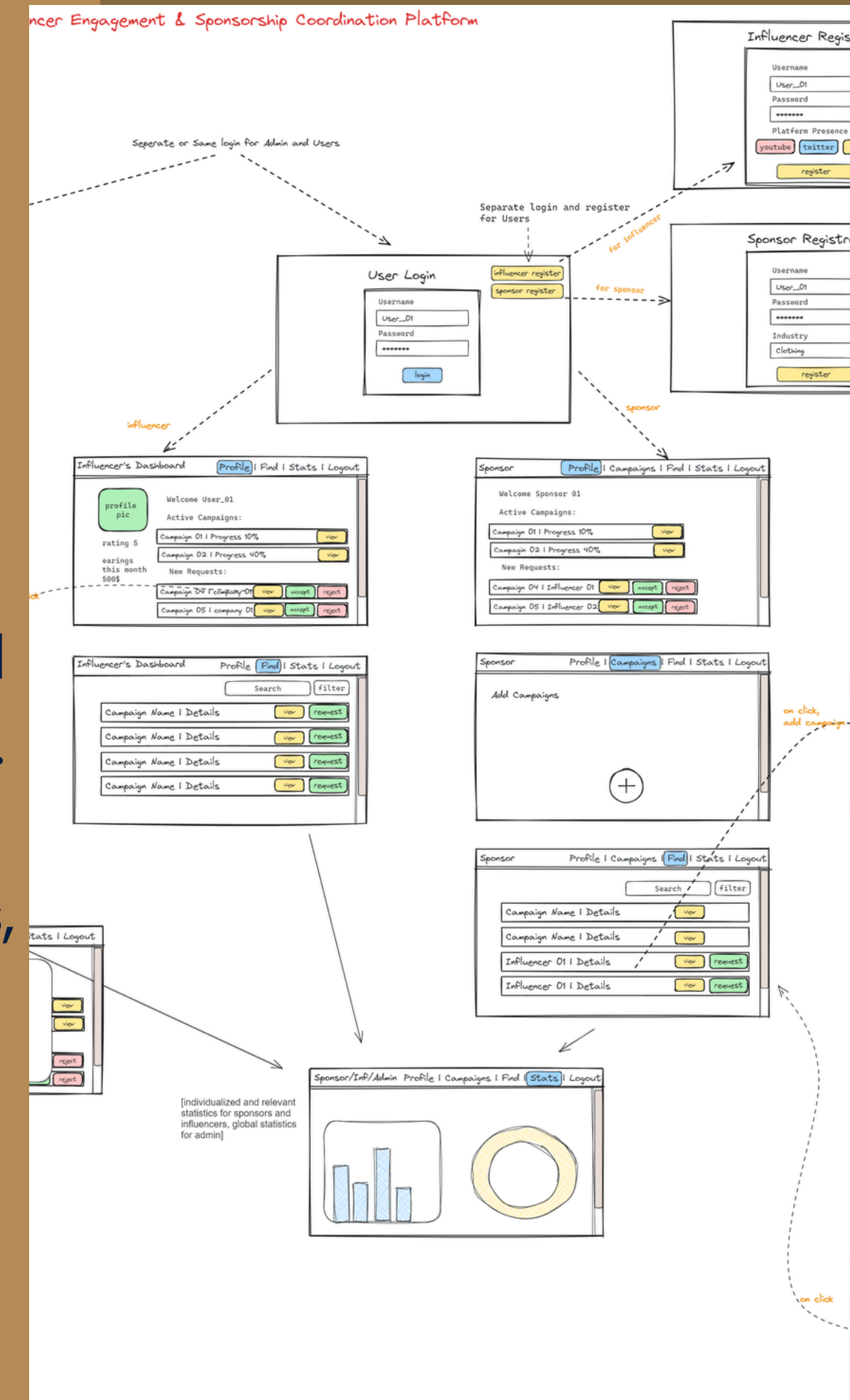
Roll no. 22f3002032

Email 22f3002032@ds.study.iitm.ac.in



Project Description

AdSphere is an innovative digital hub designed to streamline sponsor-influencer collaboration. It empowers sponsors to create dynamic campaigns and easily connect with influencers for targeted ad requests. Influencers can optimize their monetization strategies through efficient ad request management, negotiations, and a public profile feature. The platform's powerful admin dashboard offers real-time insights into user engagement, campaign efficacy, and content moderation.

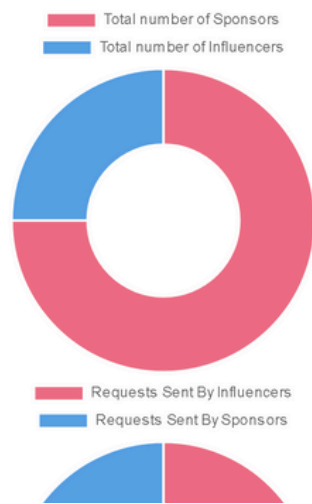


Approach

View Campaigns View Users Flagged Users Flagged Campaigns Logout

Platform Statistics

Total number of users: 6
Total number of campaigns: 2
Total Requests Sent: 10
Total Campaign Budget: Rs. 400



Admin

- An admin can monitor all the users/campaigns, see all the statistics
- Ability to flag inappropriate campaigns/users

Dashboard View Campaigns Completed Campaigns Create Campaign Browse Influencers Logout

Campaign Name	Campaign Budget	Campaign Visibility	Campaign Niche	Actions
	200	Public	All	<button>EDIT</button> <button>DELETE</button>
	200	Public	All	<button>EDIT</button> <button>DELETE</button>

Sponsors

- create campaign
- add specifications
- Request influencers

Dashboard Active Requests Find Campaigns Logout

Influencer Dashboard

Welcome back, Influencer 1

Campaign	Sponsor	Amount	Requirements	Actions	
Received Requests					
Campaign	Influencer	Amount	Requirements	Status	Actions
cake	sponsor	200.0	null	Pending	<button>EDIT</button>
tech	sponsor	2.0	de	Accepted	
cake	sponsor	123.0	gfbnhhgneytgne	Accepted	

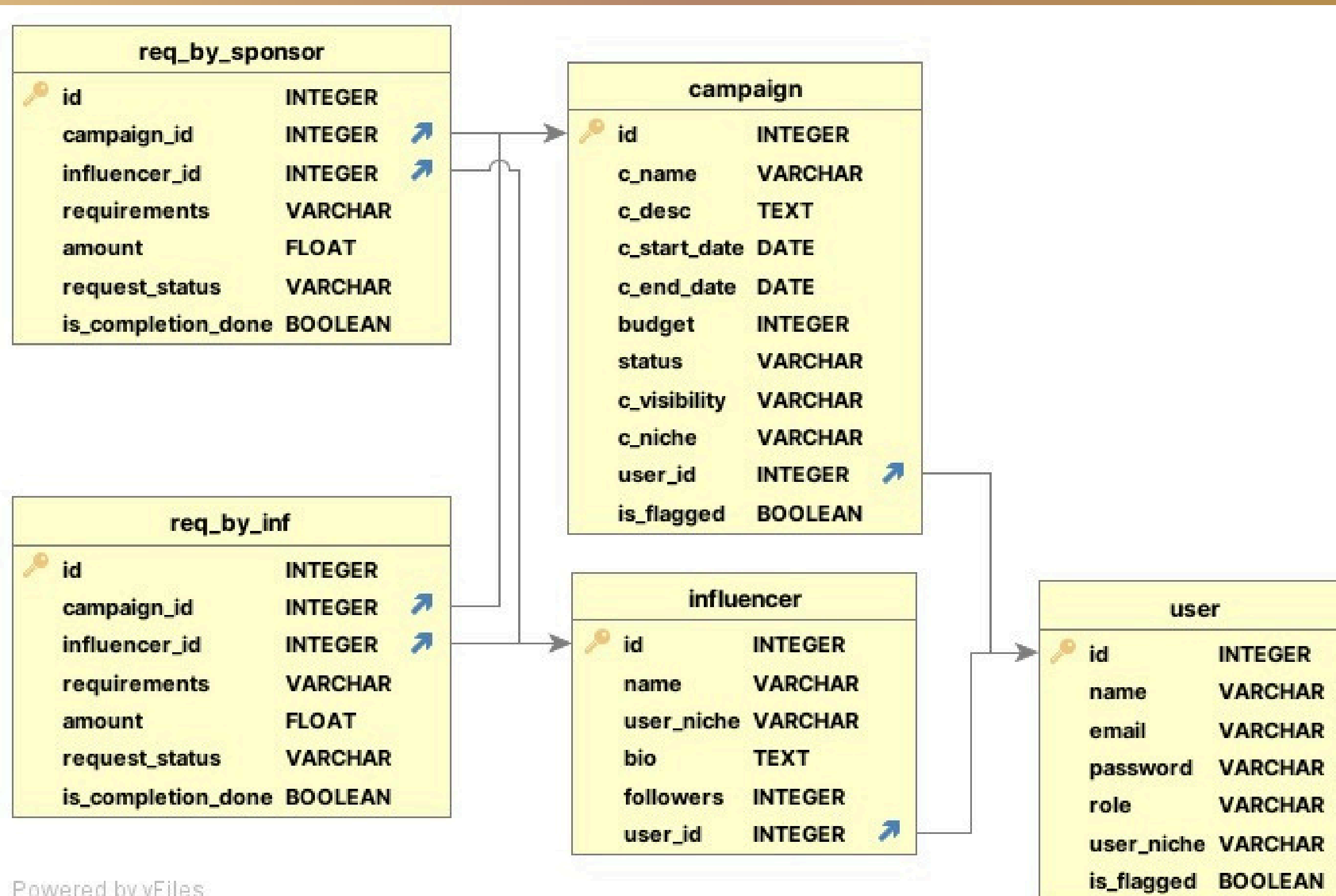
Influencers

- receive ad requests
- accept or reject ad requests
- accept or reject ad requests

Technologies Used:

- ▶ Flask: Backend framework for building the web application.
- ▶ SQL Alchemy: ORM (Object-Relational Mapping) tool for database interactions.
- ▶ SQLite: Database management system for storing application data.
- ▶ HTML/CSS/JavaScript:/Bootstrap : Frontend technologies for user interface design and interactivity.
- ▶ Flask-Login: Extension for managing user sessions and authentication.
- ▶ Jinja2: Template engine for rendering dynamic HTML content.
- ▶ ChartJS: User for creating different types of charts on the admin dashboard.

DB Schema Design





IIT Madras
Data Science and
applications

VIDEO LINK :

[link](#)



THANK YOU!