Student details-
Aryan J Bagwe
22f2000761@ds.study.iitm.ac.in

About project and other details
topic-Influencer Engagement and Sponsorship Coordination Platform - MAD1

Problem statement -
Its a platform where to connect Influencers and Sponsors so that both can be benefited . Usually deals regarding any ad campaign or collaboration are very unstructured , influencers find it hard to navigate to sponsors via Direct messages on their social media platform , and for sponsor its hard to find the perfect influencer that can advertise their product in proper domain and in desired way. The monetary deals between two are also unstructured . This all the faults in current working is identified and taken into consideration while creating this website

Approach-
In order to understand the ground reality , I contacted some of my Influencer friends and took feedback from them , understood the requirements and worked on it . It revealed a lot of knowledge about how things actually worked , one was that influencer get ads based on their posts or work , so in this website i gave a feature to upload posts/ work of an influencer and posts/picture of the ad campaign for the sponsors . Both can display their social media accounts so that it will be easy for both to accept or reject the offer or modify the price so that both can agree on common terms and price .

Frameworks

1. Flask - A lightweight WSGI web application framework in Python.
2. Flask-Login - A user session management library for Flask.
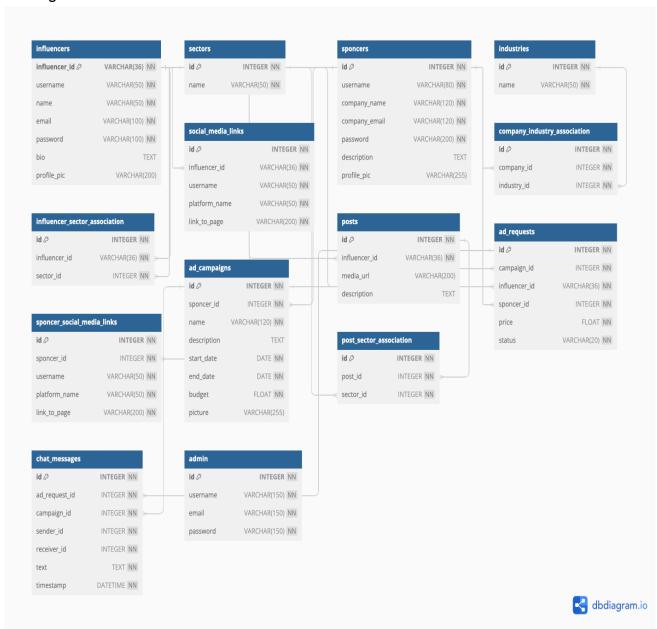3. Flask-SQLAlchemy - An extension for Flask that adds support for SQLAlchemy.

Libraries

1. Werkzeug - A comprehensive WSGI web application library.
2. SQLAlchemy - A SQL toolkit and Object-Relational Mapping (ORM) library for Python.
3. cloudinary.uploader - A Python SDK for uploading media to Cloudinary.
4. cloudinary - A library for interacting with Cloudinary.
5. uuid - A module for generating universally unique identifiers.
6. datetime - A module for manipulating dates and times.

APIs

1. Cloudinary - A cloud-based media management service for uploading, storing, managing, and delivering images and videos.
2. werkzeug.security - Provides password hashing utilities.

Er diagram

Link to explanatory video-
https://drive.google.com/file/d/1qW8-y_xufXsXhyfOK-RG1ncLAU_Hr_di/view?usp=sharing