

Project Report:

INFLUENCER ENGAGEMENT & SPONSORSHIP CO-ORDINATION PLATFORM

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Project Description:

It is a platform that helps the Sponsors and Influencers where the sponsors can market their products or services and at the same time the influencers can earn money. Sponsors can post their campaigns on the application while influencers can make a request for the campaigns. After the influencers have fulfilled the tasks put to them, the sponsors pay them back.

Technologies Used:

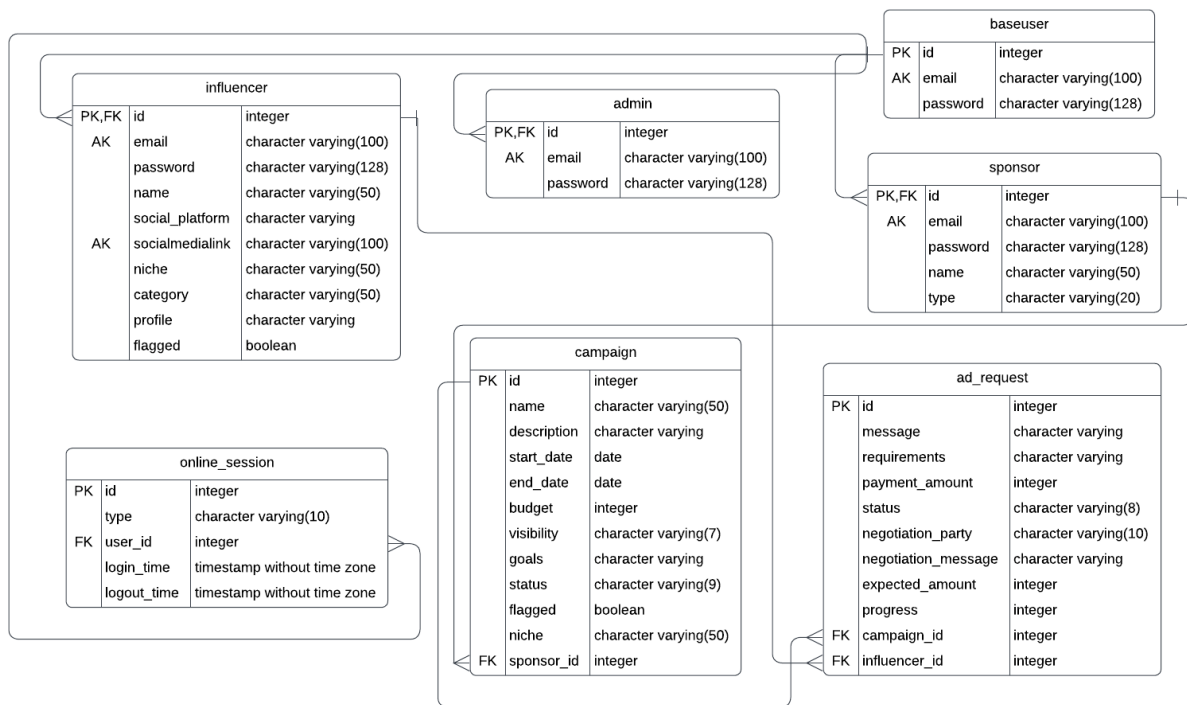
- Flask - web framework
- Jinja2 - templating engine
- Bootstrap - for HTML and CSS styling
- SQLite - for data storage
- SQLAlchemy – ORM mapper to manage data using python.
- Flask RESTful API – API library form API endpoint implementation
- Chartjs – for chart generation

Functionalities:

- Sponsor, Influencer and Admin login with Authentication.
- Admin Dashboard for the admin to display the relevant statistics of the application, e.g. active users, campaigns (public/private), ad requests and their status, flagged sponsors/influencers etc.
- Search functionality implemented in the in “Find” page for the influencers to search for public Campaigns, the Sponsor to search for Influencers and the Admin to search for both Influencer and Campaigns.
- The Sponsors can manage Campaigns and Ad-Requests.

- The Influencers have permission to accept, reject the request and to negotiate with the Sponsor.
- (When a Sponsor or an Influencer Rejects a request, the request is Automatically Deleted)
- CRUD based working of Campaigns and Ad Requests.
- Stats for every type of user with tables and graphs using Chart js.

Database Schema Design:



Challenges Faced:

- Requirements Gathering
- Data Modeling
- Understanding the working of different routes and functions and how they interact with each other.

Video link:

https://drive.google.com/file/d/1ezDiq4HTRUGW2XHE1LByeQNgbGM353MD/view?usp=drive_link

