

Project Report

Student Details:

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Project Details:

- **Project Title:** Influencer Engagement & Sponsorship Co-ordination Platform (OE Analytics)

Project Description:

- **Question Statement:** How can we create a platform that effectively manages influencer engagements and sponsorships?
- **Approach to the Problem:** The "Influencer Engagement & Sponsorship Co-ordination Platform (OE Analytics)" is designed to streamline influencer and sponsor interactions. We developed a user-friendly interface using HTML, CSS, and Bootstrap, while Flask handled backend functionalities. The platform features robust campaign management, real-time request and payment tracking, and AI-powered chat assistance for immediate support. By incorporating role-based access and efficient database management with SQLAlchemy, the platform enhances communication and operational efficiency, making it easier for sponsors and influencers to collaborate.

Frameworks and Libraries Used:

1. **Python:** Programming language used for the project.
2. **Flask:** Web framework for routing, templating, and handling requests.
 - Key Modules: Flask, render_template, request, redirect, url_for, flash, jsonify, session
3. **Flask-SQLAlchemy:** Integrates SQLAlchemy with Flask for ORM and database management.
4. **SQLAlchemy:** SQL toolkit and ORM for database operations.
 - Key Modules: func, relationship, desc
5. **Werkzeug:** Utilities for WSGI applications, including file handling.
 - Key Module: secure_filename
6. **datetime:** Handles dates and times.
7. **time:** Provides time-related functions

Drive Link of the Presentation Video: [Link](#)

ER Diagram:

