

Influencer Engagement & Sponsorship Coordination Platform - V2

Project Report

Student Details:

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Project details:

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

Project Description:

- **Question Statement:**

The aim is to develop a comprehensive platform to facilitate collaboration between influencers and sponsors, enabling both parties to engage effectively. This involves building a reliable system for campaign management, request handling, and payment tracking.

- **Approach:**

- 1) **Frontend Design:** I started by designing the frontend using VueJS for interactivity and Bootstrap for styling. This helped set up the visual structure and user experience of the application.
- 2) **Database Design:** Next, I designed the database schema using SQLite to store and manage data effectively, incorporating Redis for caching and batch processing needs.
- 3) **Backend Development:** I then developed the backend using Flask and Flask-RESTful for seamless API integration with the database. This allowed me to create, read, update, and delete (CRUD) operations efficiently. Celery was also used to handle asynchronous tasks where needed.
- 4) **Resource & Guidance:** Throughout the process, I sought guidance from my instructor, Aditya Bala, and supplemented my learning with tutorials on YouTube and resources from AI tools like ChatGPT to troubleshoot issues and optimize my code.

This approach ensured a modular, well-organized development workflow, enabling me to tackle challenges effectively and build a robust application.

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Frameworks and libraries used:

- **Flask (v3.0.3):** Web API framework
- **Flask-RESTful (v0.3.10):** Simplified REST API
- **Flask-Login (v0.6.3):** User session management
- **Flask-Security-Too (v5.4.3):** Authentication & authorization
- **Flask-SQLAlchemy (v3.1.1):** ORM for SQLite
- **Flask-WTF (v1.2.1):** Form validation
- **VueJS:** Reactive UI framework
- **Bootstrap: Styling & layout**
- **Jinja2 (v3.1.4):** HTML templating
- **WeasyPrint:** HTML to PDF
- **SQLite:** Main database
- **Redis:** Caching & batch jobs
- **Celery:** Async task management

- **bcrypt, passlib:** Password hashing
- **Werkzeug:** WSGI utilities

Drive link of the presentation video: [Link](#)

ER diagram:

