Name: Gupta Shivam Rakesh

Email id: 22f3000371@ds.study.iitm.ac.in

Influencer Engagement and Sponsorship Coordination Platform

Personal Info:

I am a full-time student of IIT-Madras BS degree. Currently, pursuing Diploma level programming and data-science with CGPA 6.2 in the current semester.

Description:

The Influencer Engagement and Sponsorship Coordination Platform is an application where companies and influencers connect with each other. It is divided into three parts: Admin, Influencer and Sponsor. Admin part with features like checking statistics Number of Influencers / Sponsors / Campaigns , Flaged Influencers / Sponsors, etc. Influencer and Sponsors are able to create/update profile. Influencers can search for campaigns based on their niche, relevance etc and Sponsors have the ability to make and run a campaign's for advertise their products or services through influencers and able to edit or delete ongoing campaign's and able to search relevant influencers based on their niche, reach etc.

Technologies Used:

Python(Programming Language)

HTML & CSS (Web Page & Styling)

Flask (Web Framework)

Jinja2 (HTML Injection)

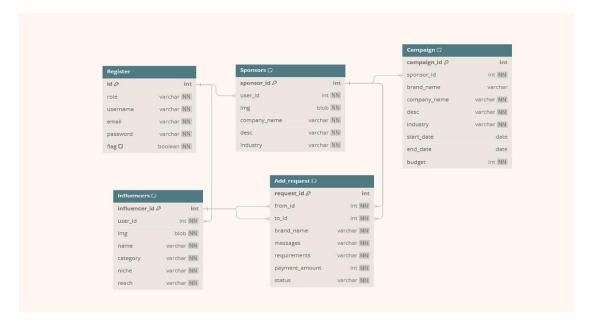Flask-SQLAlchemy (SQLite connection)

Werkzeug (To secure file)

API Design:

GET: localhost:5000/api/influencer

GET: localhost:5000/api/sponsor

GET: localhost:5000/api/campaign

Schema:

Architecture and Features:

└──**MAD-1-Project**

├──**22f3000371Report.pdf**

└──**CODE**

├──**static**

├──**templates**

├──**.gitignore**

├──**api.py**

├──**controller.py**

├──**database.sqlite3**

├──**main.py**

├──**model.py**

├──**README.md**

└──**requirement.txt**

Video link:
https://drive.google.com/file/d/1ECsAvG07hBoBaVE1EP3cgsTp_J_Ml8f9/view?usp=sharing

Username: admin   **Password**: admin

(admin username & password to login application in browser)