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Description:

It's a platform to connect Sponsors and Influencers so that sponsors can get their product/service advertised and influencers can get monetary benefit.

Technologies used

- Flask: Acts as the central web framework for constructing and managing applications.
- Flask-JWT-Extended: For Authentication
- Flask-Caching: Improves performance using caching.
- Flask-SQLAlchemy: Integrates SQLAlchemy to interact with databases and data models.
- Celery: Conducts asynchronous tasks for background operation handling,
- Redis: Acts as a Message broker and storage for Caching
- Matplotlib: Helps in plotting charts for Data Visualization
- Vue CLI: Utilized for UI development.

API Design

- User Management API: Login, Register Logout, Get User Info Feature
- Campaign Management API: CRUD implementation of Campaign
- AdRequest Management API: Sending, Accepting, Rejecting, Negotiating Ad Request
- Cache Management
- Asynchronous Task API
- CSV Exports

DB Schema

1. User: This table stores information all users
2. InfluencerProfile: Influencer Details
3. SponsorProfile: Sponsor Details
4. AdRequests: All Ad Requests
5. Campaigns: Campaign Details

Architecture and Features

- `\:` `main.py`, `models.py`, `config.py`, ``requirements.txt``
- `\templates:` HTML Templates
- `\instances:` Database (IESCP.db)
- `\vue:` Contains Vue templates and JavaScript files.
- `\vue\public:` `index.html`, `logo.png`
- `\vue\src:` `App.vue`, `main.js`
- `\vue\router:` `index.js` (for routing)
- `\vue\src\components:` Vue Components
- `\vue\src\views:` Vue Views
- `\vue\src\mixins:` `UserMixin.js`

Features Implemented:

The Influencer Engagement & Sponsorship Coordination Platform connects sponsors and influencers for collaborative advertising. It supports three user roles: Admin, Sponsor, and Influencer. Admins monitor users, campaigns, and platform statistics, while sponsors create and manage campaigns, send ad requests, and negotiate terms with influencers. Influencers can accept, reject, or negotiate ad requests, search for public campaigns, and update their profiles.

The platform offers Campaign and Ad Request Management, allowing sponsors to set goals, budgets, and visibility for their campaigns. Influencers can respond to ad requests tied to these campaigns. Both roles can search based on niche, reach, or relevance. Automated backend jobs send daily reminders to influencers and generate monthly reports for sponsors. Sponsors can also export campaign data as CSV files. An Admin Dashboard tracks statistics, and Redis ensures performance through caching. Optional features include form validation and a dummy payment portal for sponsors.