

Sponsify

An Influencer Engagement and Sponsorship Coordination Platform



Project Report By

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About me: I'm passionate about technology and eager to continuously learn new things. My fascination with AI and data science has deepened due to the rapid advancements and innovations in these fields.

Project Description:

Influencer Engagement and Sponsorship Coordination Platform

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

How I approached the problem statement:

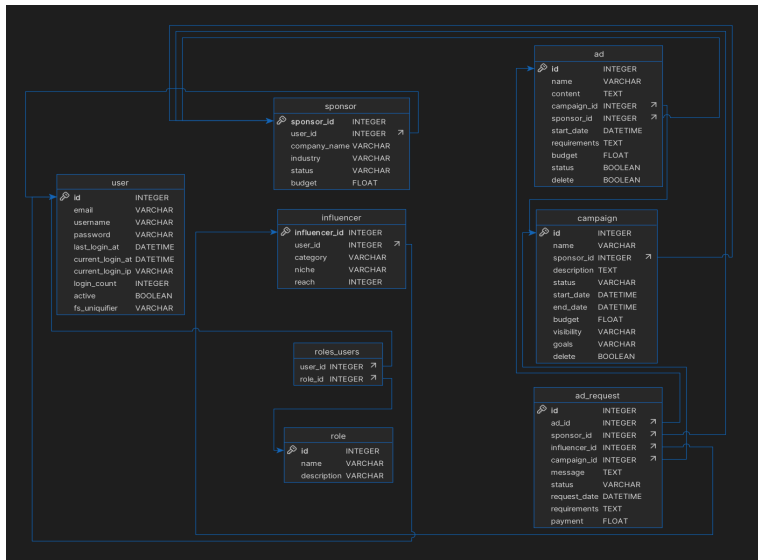
Approaching an influencer engagement, sponsorship, and coordination platform project was intimidating at first, mainly due to tight deadlines, and unfamiliarity with specific requirements, and my main concern was how to use Vue, JavaScript, Redis for caching, and Celery for task management, Bootstrap, and SQLite effectively through ensuring a platform that works and is accurate as it should be. I immersed myself in the basics of Vue and JavaScript using an online course to understand the basic concepts of routing, template handling, and data handling. The first few days were especially difficult as I struggled to configure the database schema, login, and implement user management functionality. I also learned how to use Axios for API interactions and Vue Router for seamless navigation. With a clear focus on defining roles and channels, I prioritized developing content for sponsors and influencers, pushing admin roles to later. The complexity of integrating different components and testing my problem-solving skills to ensure smooth interactions between them. Also done the testing for email functionalities which was supported by Mailhog and Flask-SMTP. This visit reinforced the value of a patient and systematic approach and emphasized how a structured approach and ongoing learning can lead to successful project completion.

Technologies used:

- Python: Used for backend development.
- Flask: Framework for building web applications and handling APIs.

- SQLAlchemy: ORM for database interactions.
- SQLite: Database system for storing application data.
- Werkzeug: WSGI utility library used with Flask.
- Flask-Security: Provides token-based authentication.
- Flask-RESTful: Extension for building REST APIs.
- Redis-Server: Used for caching data.
- Mailhog: Testing email functionalities.
- Flask-SMTPMail: Sending emails.
- Celery: Managing batch jobs and background tasks.
- Vue.js: Frontend framework for building user interfaces.
- Axios: HTTP client for API requests.
- Vue Router: Managing application routing.
- Bootstrap: CSS framework for responsive design.
- Chart.js: For displaying responsive dynamic analytics.

DB Schema Design:



API Endpoints:

- Register:
 - API /register
- Login:
 - API/login
- Campaign:
 - API/campaign/<int:campaign_id>
 - API/campaign update/<int:id>
- AdRequest:
 - API/ad_request
 - API/ad_request/<int:id>
- Users Functions:
 - API/influencers
 - API/sponsors
 - API/users

Video Link:

https://drive.google.com/file/d/1HFV3EAp7Sh1V1D3Rpcs9oBIXIMK95KOH/view?usp=drive_link