

BDSwiss Launches New BI Tool: Trade Companion

Multi-award winning global fintech firm, BDSwiss, announces the launch of **Trade Companion**, a unique AI-driven personal BI tool for traders. Since its founding in 2012, BDSwiss has always been keenly attuned to trader needs. With the aim to add greater value to VIP clients, their research revealed that while traders had easy access to tools that analyse market trends, there really wasn't anything that could give them personalised analyses of their own trading behaviour. To fill in this need gap, the fintech firm conceived and built Trade Companion.

Following beta testing and feedback from selected BDSwiss [VIP/Raw account holders](#), the company has gone live with what it believes to be a unique tool in the industry. This beta testing under live trading conditions offered key insights to fine-tune the tool, after which the final, fully live version was launched for all BDSwiss clients.

Offering Traders an Edge in the Market

The latest addition to a long list of innovative technology tools offered by BDSwiss, Trade Companion allows traders to observe underlying patterns in their trading. By observing their own trends, such as win-loss percentage, pay-outs and assets most traded, traders will be able to refine their trading strategies to make the most of market opportunities.

Trade Companion takes all closed positions of a trader into account and presents the analysis in easy-to-understand chart formats. Traders can draw critical insights about their trading behaviour at a single glance with these informative charts.

Available to VIP and Raw account clients on their dashboard, the tool provides information including:

- **Asset Analysis:** Comprehensive analysis of which assets resulted in trading wins and losses over a select timeframe, along with pay-outs.
- **Personal Trading History:** Overview of volume, pay-outs and profitability ratios. Traders can understand what asset classes they traded the most, and which side of the trades resulted in maximum wins.
- **Analysis of Trade Durations and Times:** A plethora of useful data, such as impact of market open times on trading performance, duration of open trades and their profitability, order types and information about performance in particular market sessions. With this, traders can choose the trading times or market sessions that work best for them, as well as order types.

Committed to Addressing Trader Needs Through Innovation

Trusted by 1.5 million traders across over 187 countries, BDSwiss offers unmatched trading conditions in 250+ CFD instruments in 5 different asset classes. With sophisticated platforms and a variety of trading tools, the company is always looking at how new technologies can help traders and partners make the most of the global markets.

BDSwiss is also known for its extensive investment in providing leading financial commentary and market coverage for informed trading. Awarded the 2020 Best Market

Research Provider by FxScouts, the company believes that the best trading decisions are a result of proper research and education. The new BI tool, Trade Companion, can be seen as an extension of the theories of behavioural finance. While market knowledge is essential for long-term trading success, it is the trading psychology of each trader that determines how this knowledge is put to use in live market conditions.

A visual representation of trading performance can be a powerful way to see patterns and identify which assets, market sessions, and other conditions tend to lead to maximum success.

The new personal BI tool, Trade Companion, is a testament to the brand's long-standing commitment to client success. The platform analyses personal trading data using statistical and logical techniques to help traders understand the rationale behind their decisions.

BDSwiss believes in bringing the best of latest technologies to its clients and partners. The company has also developed a trend analysis tool that scans hundreds of charts 24 hours a day, taking into account the latest economic releases to help traders identify the biggest upcoming market trends in major assets. Built in collaboration with AutoChartist, this tool is a powerful one-of-a-kind market scanner through which traders can discover countless completed trends for multiple assets, view pattern overlays and projected price trends applied live on the chart.

For more information on Trade Companion and how it can enhance the trading experience, [contact the BDSwiss team](#).