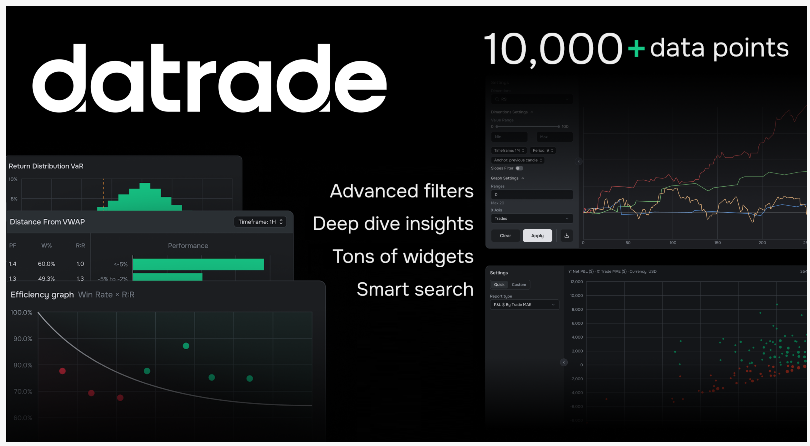
EINPRESSWIRE

Datrade Launches Trade Analytics Platform That Rebuilds the Market Conditions Behind Every Trade

The platform matches trades from a broker report against historical market data, then shows a trader where their results hold up and where they break down.



Datrade trading analytics platform

NEWARK, DE, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- Datrade LLC today launched its trade analytics platform for active U.S. equity traders. Products in this category are usually called trading journals. Datrade treats the same job as data engineering: its engine matches every trade imported from a broker report against historical market data and rebuilds the conditions the trader was actually trading in.

Broker reports show what a trader did. Datrade shows what the market was doing at the time — how far the entry sat from the volume-weighted average price (VWAP), whether the SEC's Rule 201 short-sale restriction was on, how thin liquidity was, how volatile the stock was, how many times it had already been halted that day.

> “Trading journals capture the trade. We wanted to capture the market conditions behind it too.”
>
> *Arthur Salzberg, founder of Datrade*

Traders have handled this with tags, notes and spreadsheets. That approach is slow, hard to keep consistent, and capped by whatever the trader thought to write down at the time. Datrade rebuilds the context from the entry execution timestamp instead, and does it in minutes — including for trades placed years ago, long before the trader had any reason to track it.

Take distance from VWAP. Datrade calculates it for every entry, then sorts the trader's history into ranges: 100 trades entered 0% to 2% above VWAP, 50 trades at 2% to 4%, 75 trades at 4% to 6%. It compares profit and loss, win rate, profit factor and reward-to-risk across the three groups.

Whether performance held, decayed or turned erratic as entries pushed further from VWAP shows up immediately. The same breakdown works for indicator values, time of day, liquidity, dollar volume, volatility, market capitalization and sector.
Filters stack. A trader can isolate short trades entered 2% to 4% above VWAP inside a specific time window, add a liquidity floor, split the set by Rule 201 status, and get statistics recalculated for that exact subset — from profit and loss and win rate through Sharpe and Sortino ratios, 95% value at risk and R-squared.

Underneath sits an execution-level data structure carrying more than 10,000 values per trade, each one calculated at the entry execution timestamp: price context, indicators, volume and liquidity, volatility, market structure, company data, execution behavior and performance metrics, with indicator values computed across multiple timeframes and settings.
Rather than show thousands of raw numbers, Datrade turns them into histograms, distributions and filtered statistics. Three views carry most of the weight. The Performance Map plots results on reward-to-risk against win rate, with a breakeven curve. The Pivots Chart tracks cumulative profit and loss over time for each range of a chosen condition — a group of trades can finish green and still have bled for six months, and the chart makes that visible. The Scatter Plot puts individual trades against any two measures the platform tracks.

“Trading journals capture the trade. We wanted to capture the market conditions behind it too,” said Arthur Salzberg, founder of Datrade. "A trader should be able to ask how their shorts did 2% above VWAP with short-sale restriction on, and get the answer out of their own history instead of their memory."
The platform also ships with the familiar journaling tools — trade log, calendar, daily notes, user-defined tags and comparison reports — running on the same engine.

Datrade covers U.S. equities and imports reports from Interactive Brokers, Charles Schwab and Webull, along with custom execution files. A seven-day demo preloaded with sample trades is available at https://datrade.io. Paid plans, which include importing a trader's own broker reports, start at $14 per month.
Datrade does not provide stock recommendations, trading signals or investment advice. It analyzes a trader's own history so the trader can draw their own conclusions from it.

About Datrade
Datrade is a trade analytics platform and trading journal for active traders. It enriches trades imported from broker reports with historical price action, indicators, liquidity, volatility, market structure and company data, then turns those values into distributions, filters and performance views.
More at https://datrade.io.

Alex Sharuk, PM
DATRADE LLC
contact@datrade.io

Visit us on social media:
YouTube
X
