

This linear model predicts the Kellogg's price per share will increase \$.05 per month. At this rate, the predicted Kellogg's share price will be \$63.20. Recent share price trends do not support this prediction.



I believe the stock price will actually decrease \$2.00 per month from its October 2014 close of \$59.70. I predict Kellogg's stock will trade for \$55.70 per share in early December 2014.