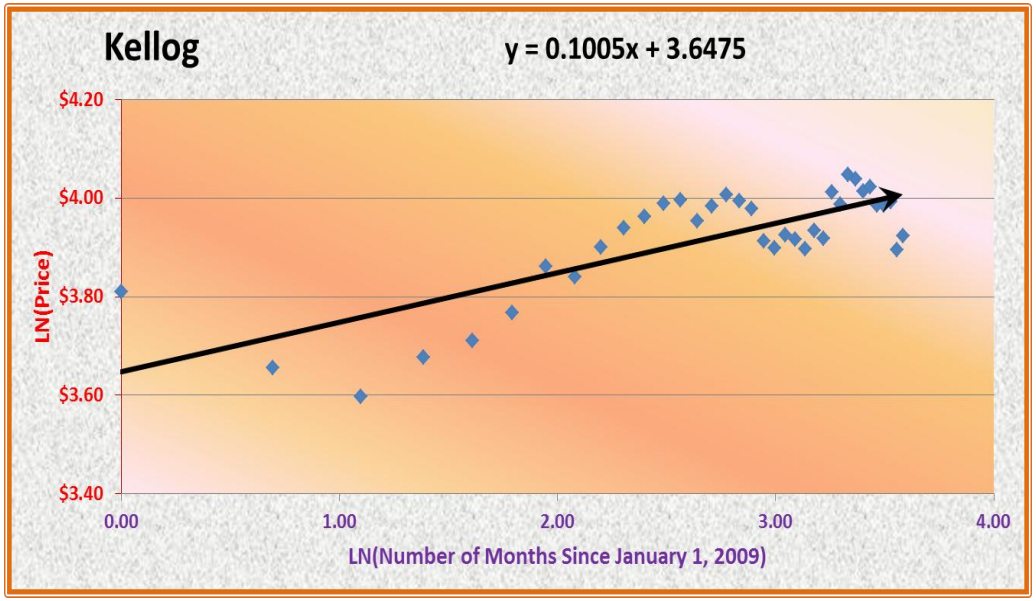
Betty Ruble Period 2

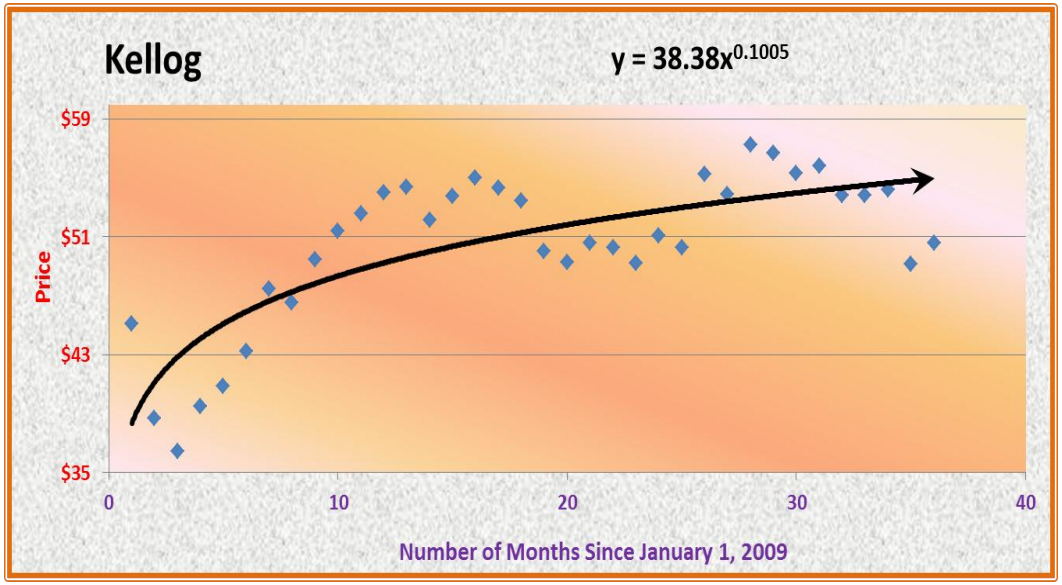
EQUATION: LN(Price) = .1005 * (LN(Number of Months)) + 3.6475
X-axis is measured in Ln(X), so if X = 60, then LN(60) = 4.09
Substitute 4.09 into equation results in LN(Price) = .1005 * 4.09 + 3.6475
Forecasted Ln (Price), as of December 31, 2013 4.06

EXP(4.06) Forecasts Price, As Of December 31, 2013 **$57.97**

Linear Model With Both Variables Transformed Using LN Function



Power Model



Substitution of X = 60 into Price = $38.38 * 60^{.1005}$ =

Forecasts Kellog Price, As Of December 31, 2013 **$57.92**