To validate this hypothesis effectively and build a predictive model that can guide our client's decisions on offering a 20% discount, I suggest the following approach:

**1. Data Collection and Preparation:**

* Begin by gathering historical customer data, including information on their usage patterns, billing history, and churn status.
* Ensure that the dataset is clean, complete, and well-structured. Address any missing data or outliers.

**2. Define Price Sensitivity Metrics:**

* Develop a set of metrics that can quantify the price sensitivity of each customer. These metrics may include factors like the percentage of income spent on energy bills, historical responses to price changes, and demographic information.

**3. Feature Engineering:**

* Create additional features that could potentially influence price sensitivity, such as contract duration, payment history, and usage patterns during peak hours.