Hello,   
  
In order to test the hypothesis whether the churn is driven by consumers’ price sensitivity, we would model the churn probabilities of customers and derive the effect of churn rates.

Data needed –

1. Customer Data
2. Churn data
3. Historical price data

We can build a logistic regression or any other binary classification model on this data. It would help us better understand the impact of proposed price strategy.  
  
Regards,  
Vj