 **Start with a Baseline**:

* Implement a simple regression or decision tree model to establish a performance baseline.

 **Move to LSTM/GRU for Temporal Learning**:

* These models will capture the sequential dependencies in your historical traffic data.

 **Introduce Multimodal Learning**:

* Once LSTM/GRU is performing well, add other input modalities (weather, holidays, pedestrian data) through multimodal architectures to improve the model’s understanding of the context surrounding traffic patterns.

 **Evaluate & Fine-Tune**:

* Use cross-validation and error metrics (like RMSE, MAE) to evaluate model performance.
* Tune hyperparameters like learning rate, hidden layers, and time steps to optimize performance.