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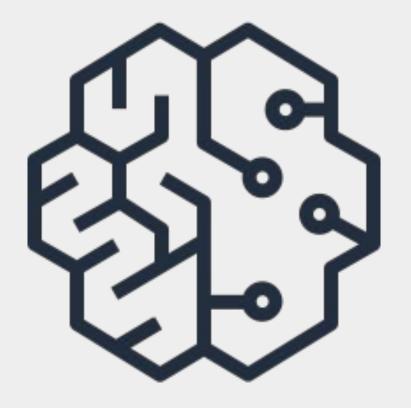




# Generative AI & Large Language Models (LLMs)

USE CASES,
PROJECT LIFECYCLE, AND
MODEL PRE-TRAINING

Generative AI & Large Language Model Use Cases & Model Lifecycle





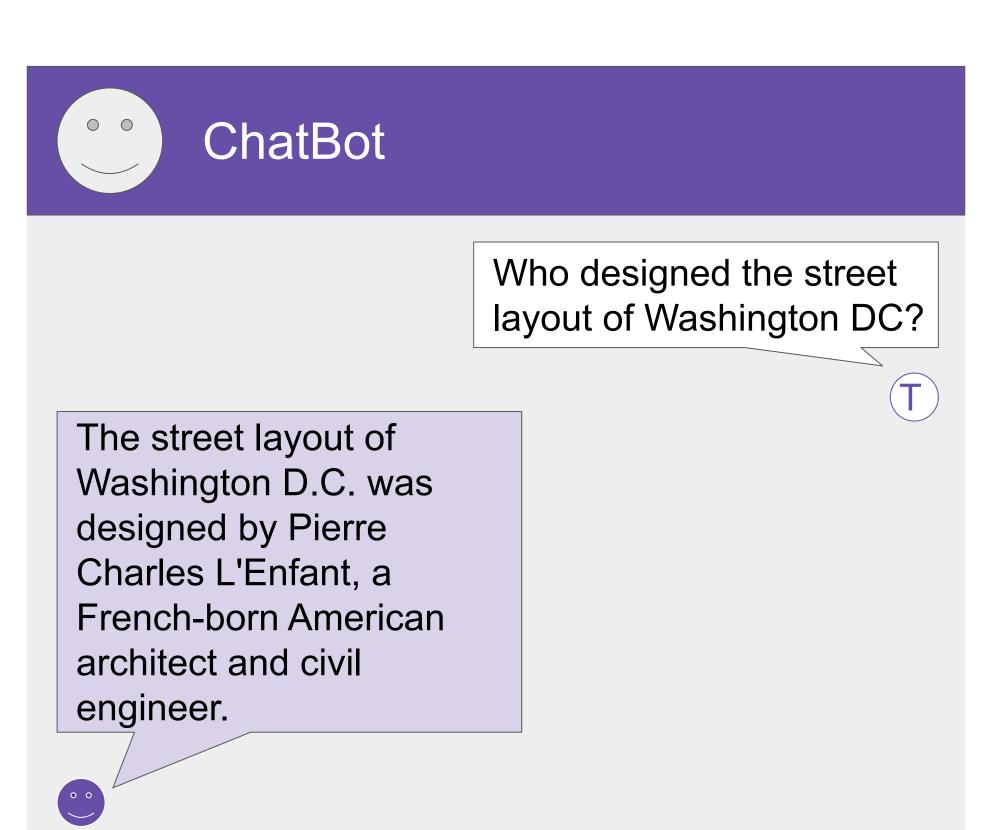


# Generative AI & Large Language Models





#### Generative Al





#### Generative Al





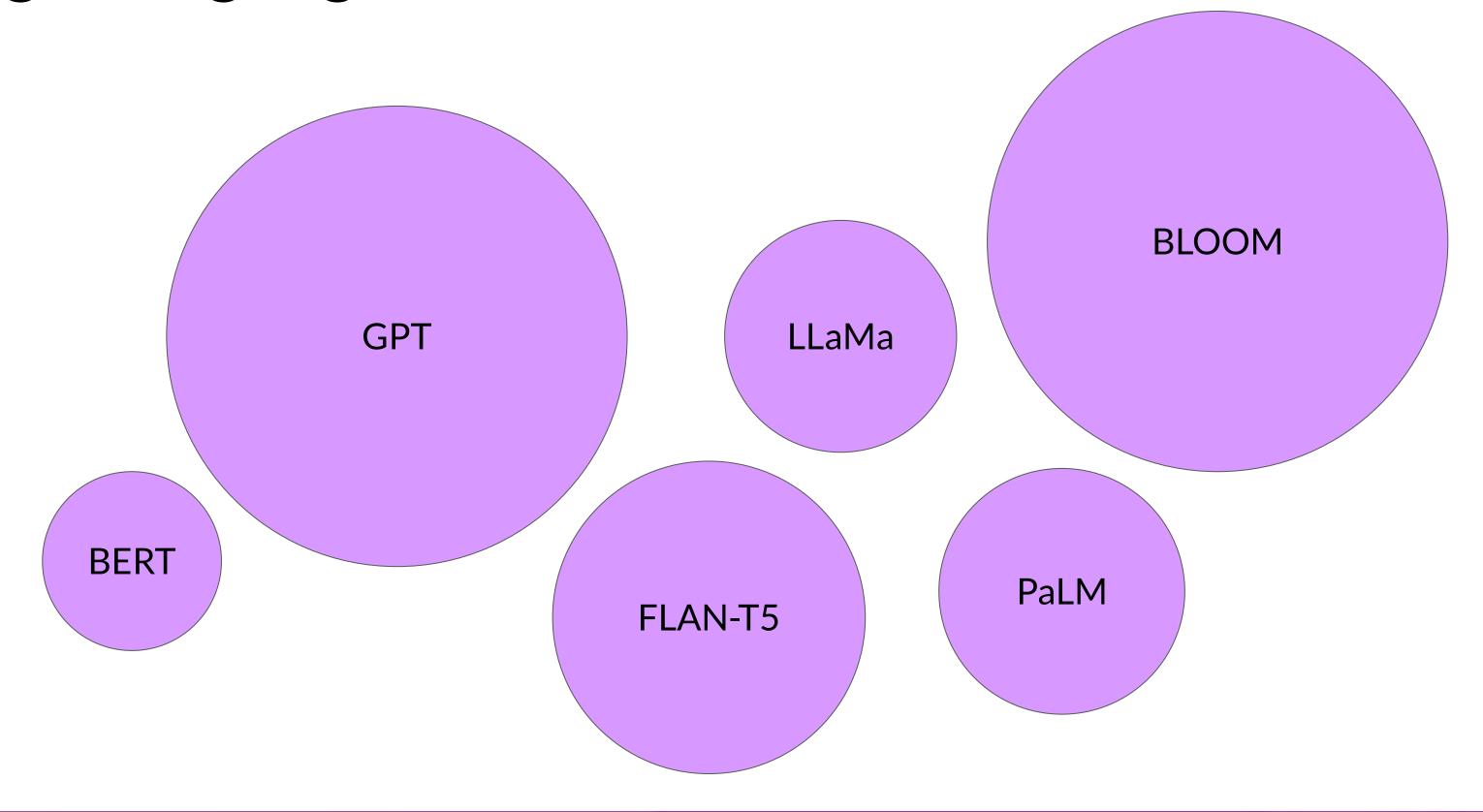


#### Generative Al

```
CodeAld
   def binary_search(arr, x, 1, r):_
      if r >= 1:
           mid = 1 + (r - 1) // 2
            if arr[mid] == x:
                return mid
           elif arr[mid] > x:
6
                return binary_search(arr, x, 1, mid - 1)
            else:
8
                return binary_search(arr, x, mid + 1, r)
       else:
                                                 < 1/2 > Accept
            return -1
Al Connected
        Run security scan
```



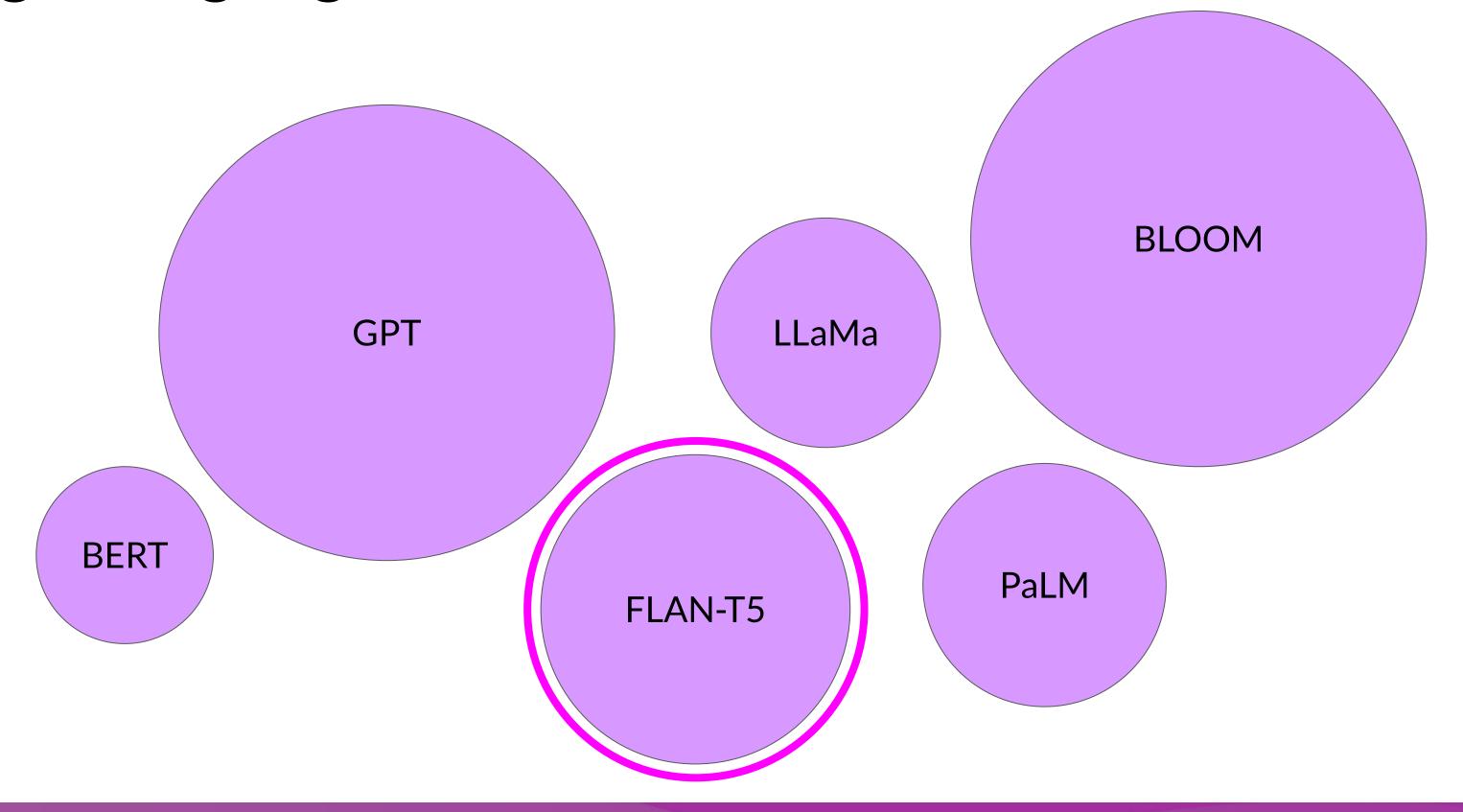
#### Large Language Models







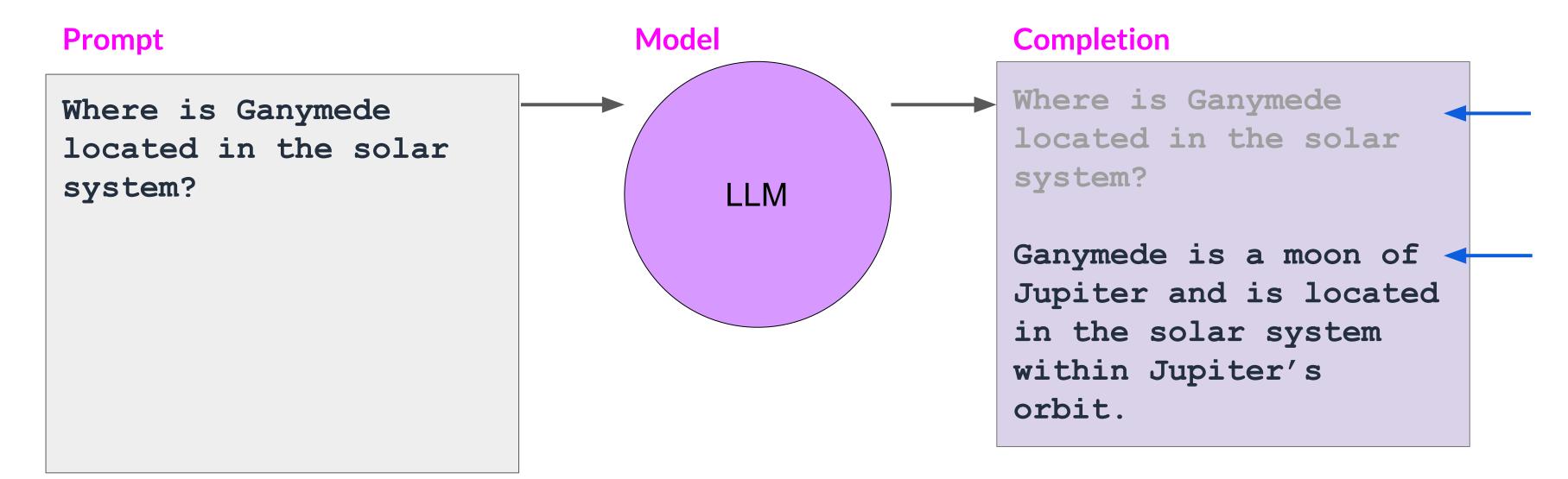
#### Large Language Models







#### Prompts and completions

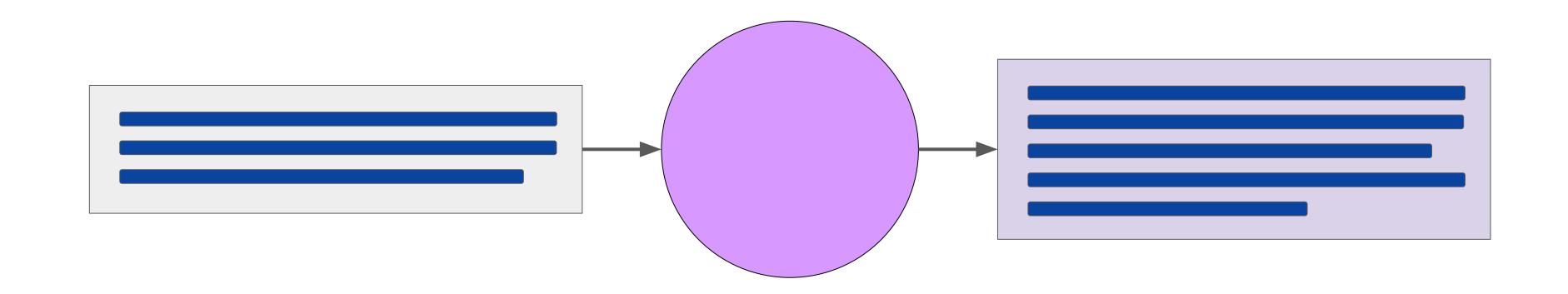


#### Context window

typically a few 1000 words.



### Prompts and completions



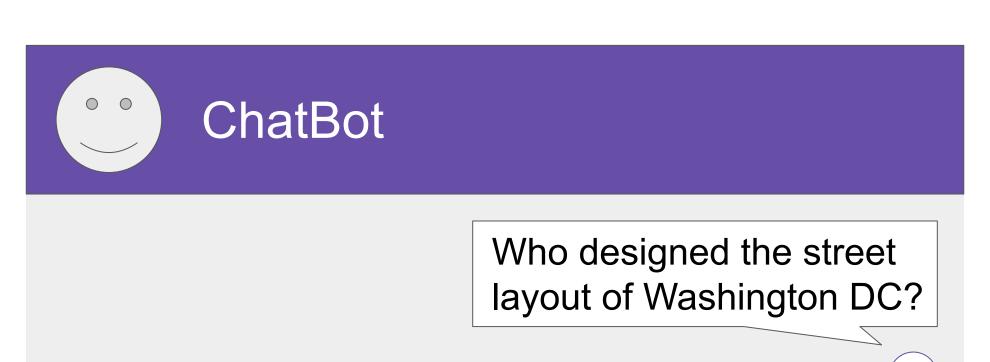


## Use cases & tasks





#### LLM chatbot





#### LLM chatbot



Who designed the street layout of Washington DC?

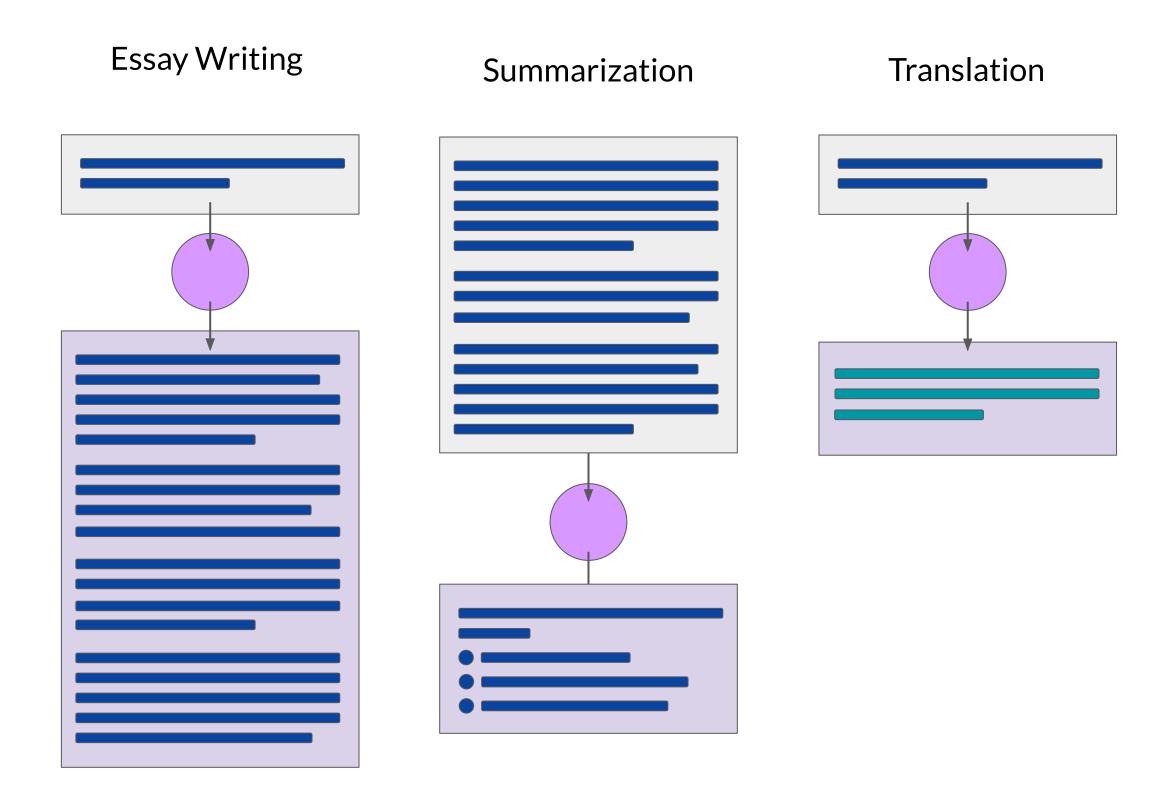
T

The street layout of Washington D.C. was designed by Pierre Charles L'Enfant, a French-born American architect and civil engineer.





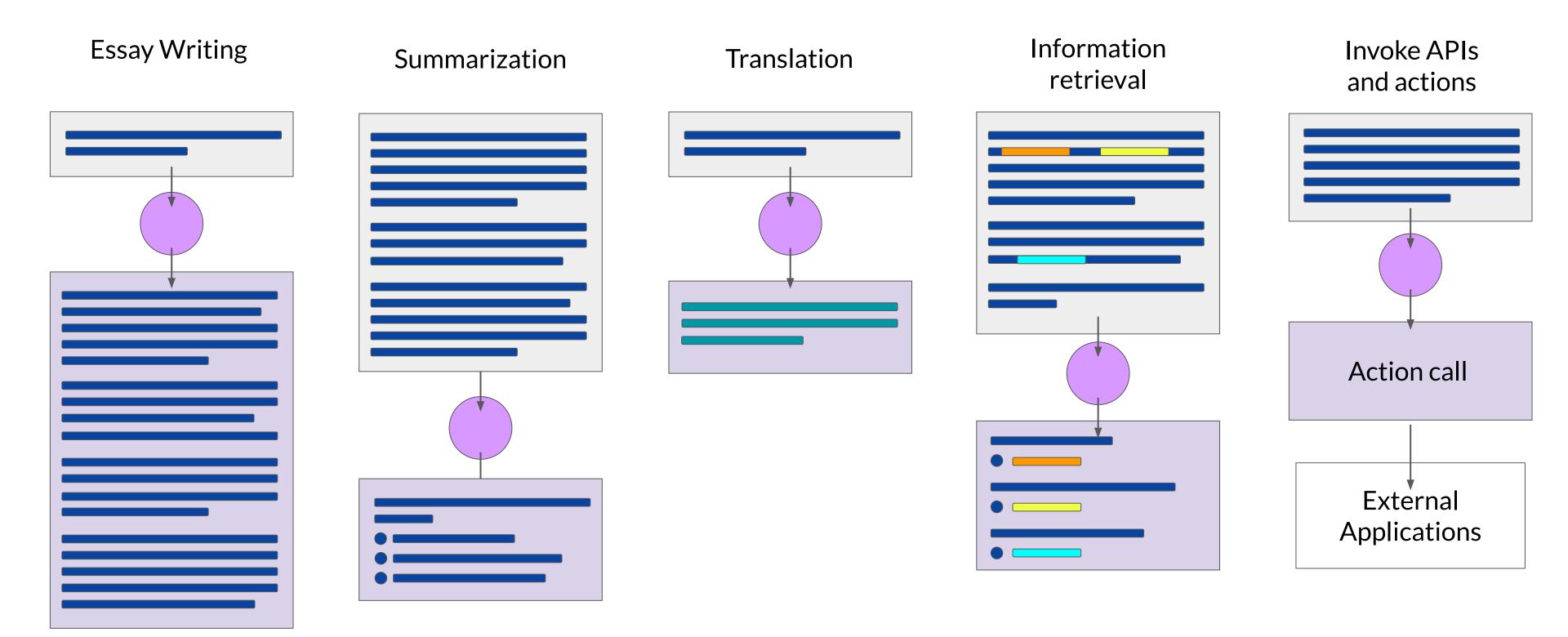
#### LLM use cases & tasks







#### LLM use cases & tasks



#### The significance of scale: language understanding



BLOOM 176B

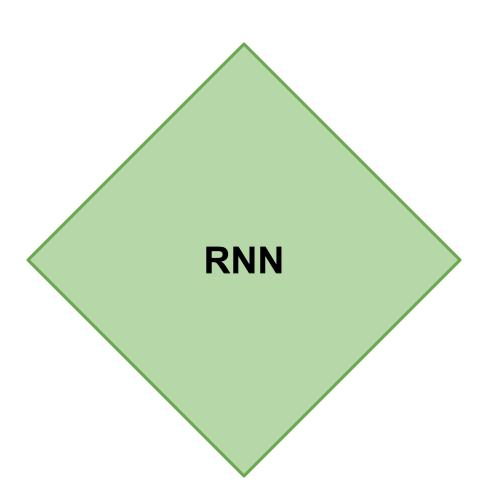
\*Bert-base



# How LLMs work -Transformers architecture

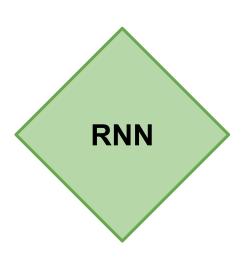






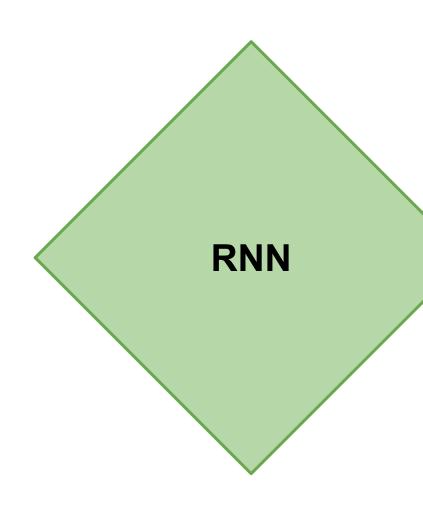


? tastes ...





? tea tastes ...





? , my tea tastes ...







my tea tastes great.







The milk is bad, my tea tastes great.







#### Understanding language can be challenging

I took my money to the bank.

River bank?





#### Understanding language can be challenging

The teacher's book?

The teacher taught the student with the book.

The student's book?



#### **Attention Is All You Need**

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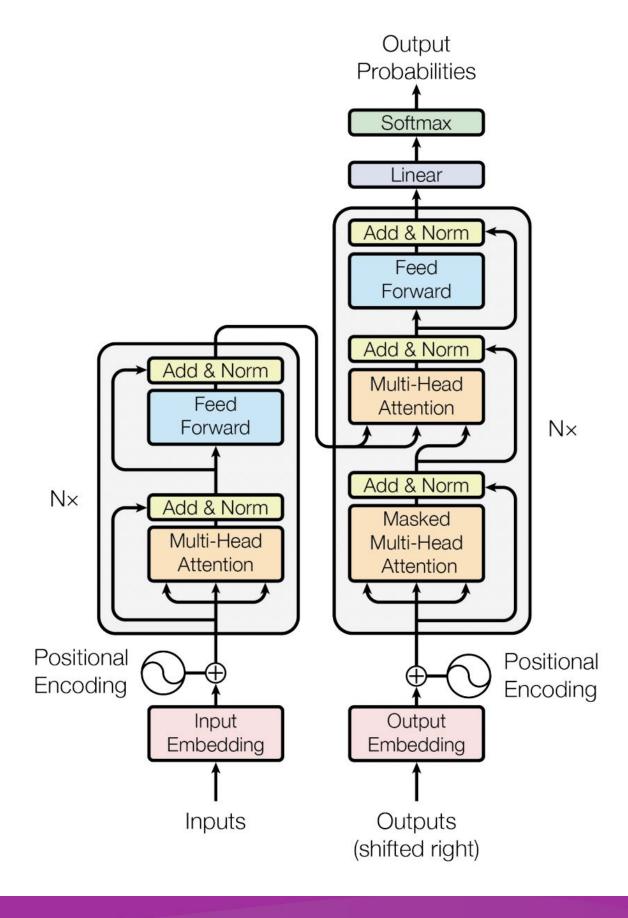
Aidan N. Gomez\* † University of Toronto aidan@cs.toronto.edu

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Illia Polosukhin\* † illia.polosukhin@gmail.com

#### **Abstract**

The dominant sequence transduction models are based on complex recurrent or convolutional neural networks that include an encoder and a decoder. The best performing models also connect the encoder and decoder through an attention mechanism. We propose a new simple network architecture, the Transformer, based solely on attention mechanisms, dispensing with recurrence and convolutions entirely. Experiments on two machine translation tasks show these models to







#### **Attention Is All You Need**

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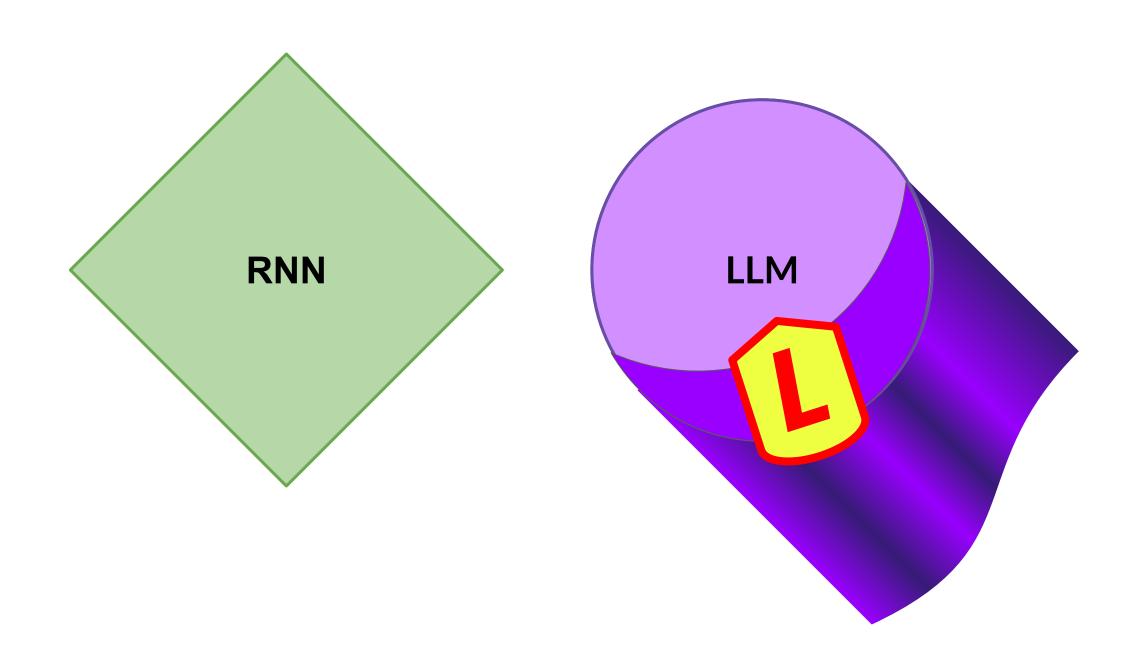
#### **Abstract**

The dominant sequence transduction models are based on complex recurrent or convolutional neural networks that include an encoder and a decoder. The best performing models also connect the encoder and decoder through an attention mechanism. We propose a new simple network architecture, the Transformer, based solely on attention mechanisms, dispensing with recurrence and convolutions entirely. Experiments on two machine translation tasks show these models to

- Scale efficiently
- Parallel process
- Attention to input meaning







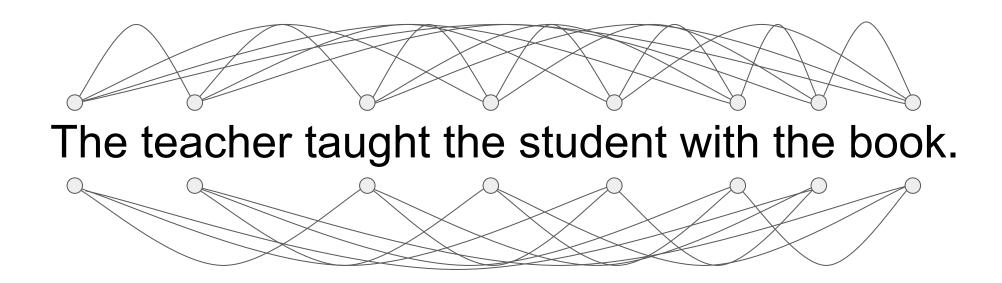




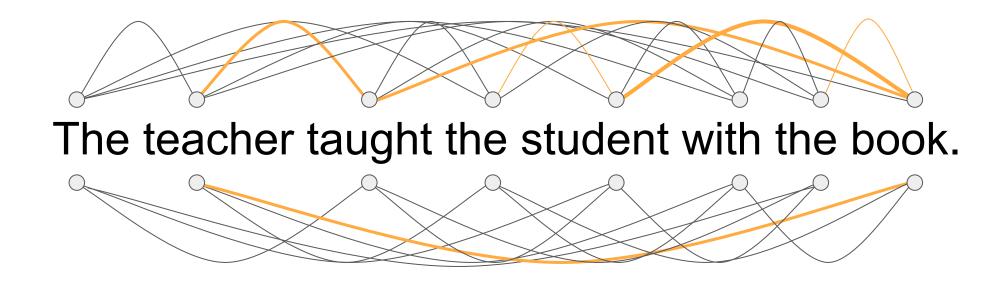


The teacher taught the student with the book.



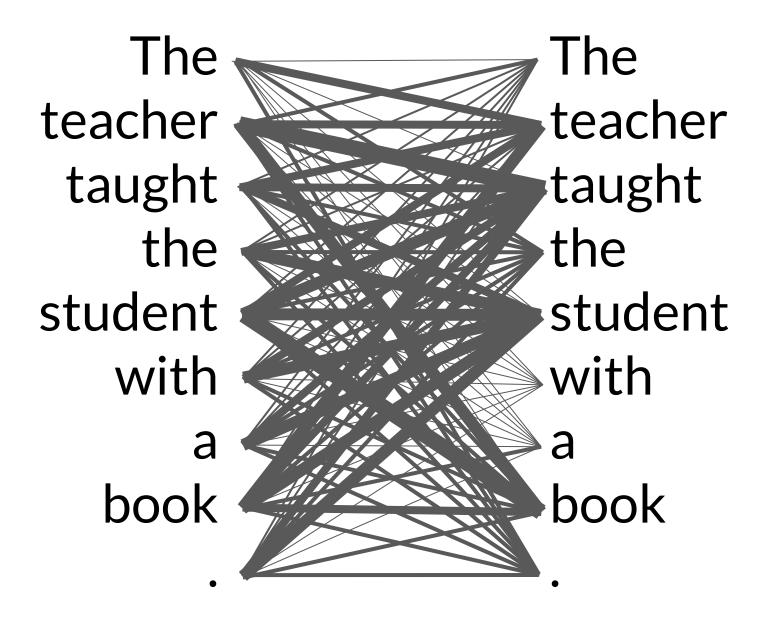








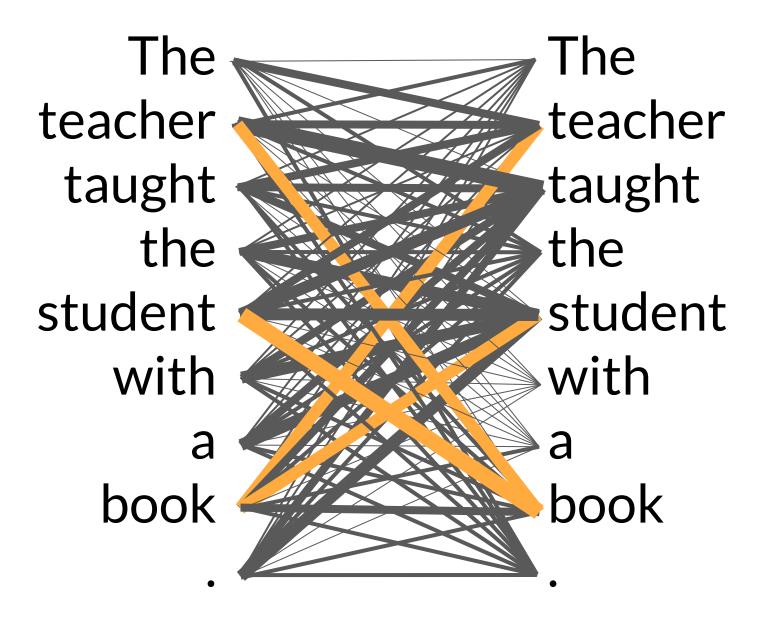
#### Self-attention





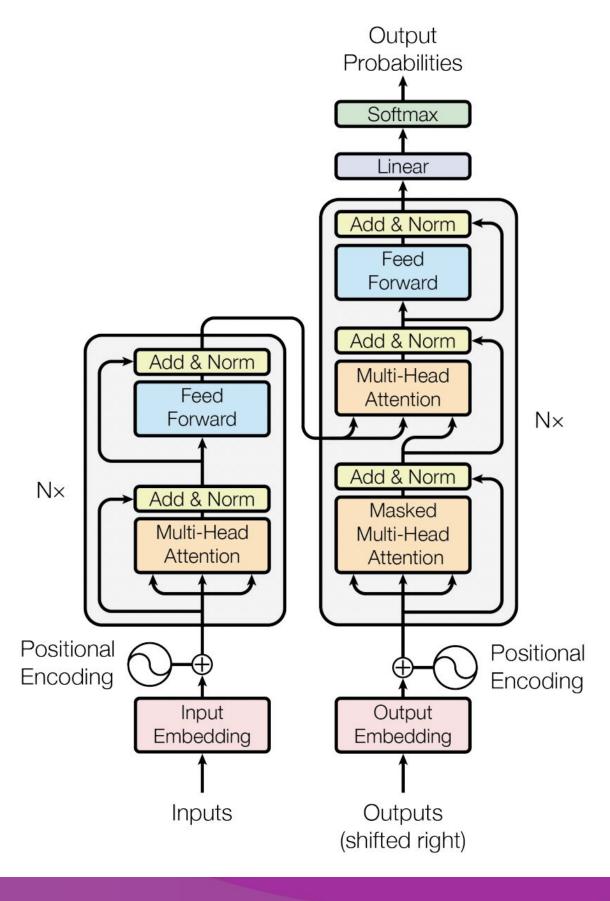


#### Self-attention



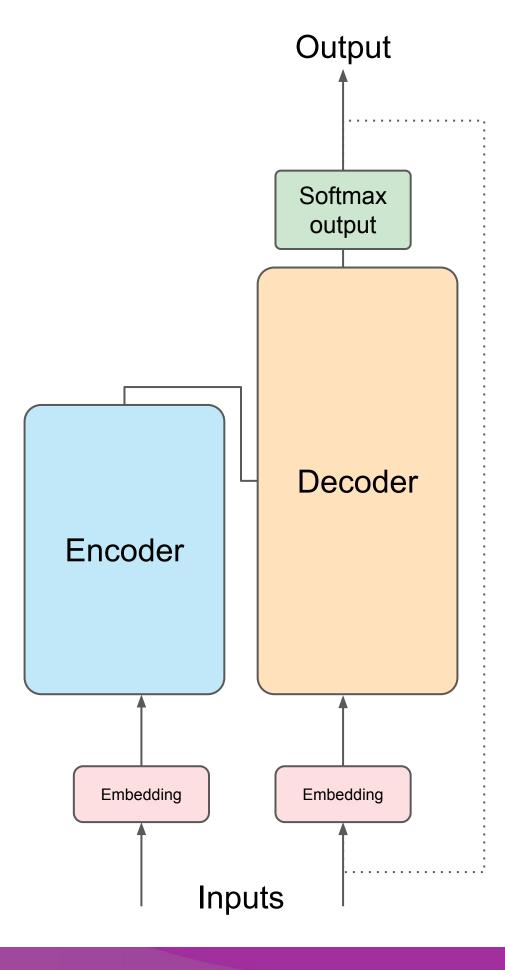




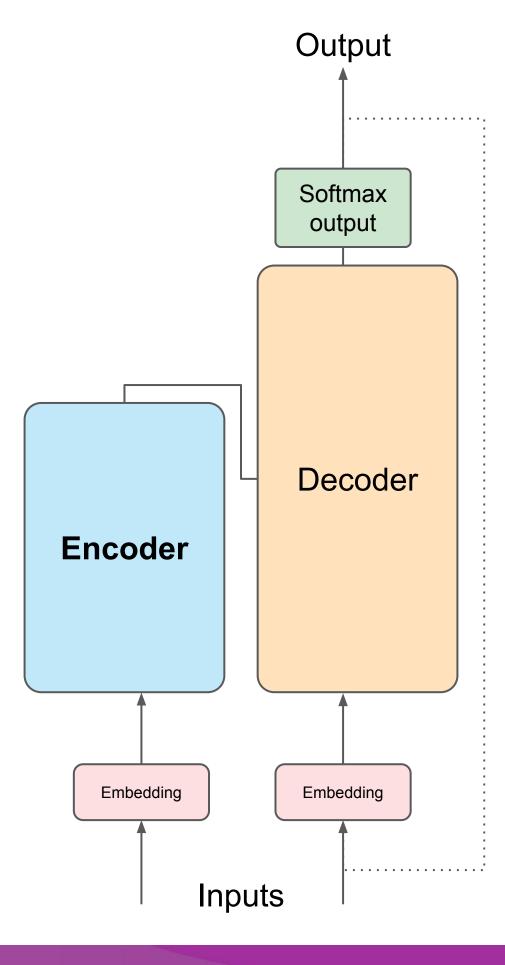




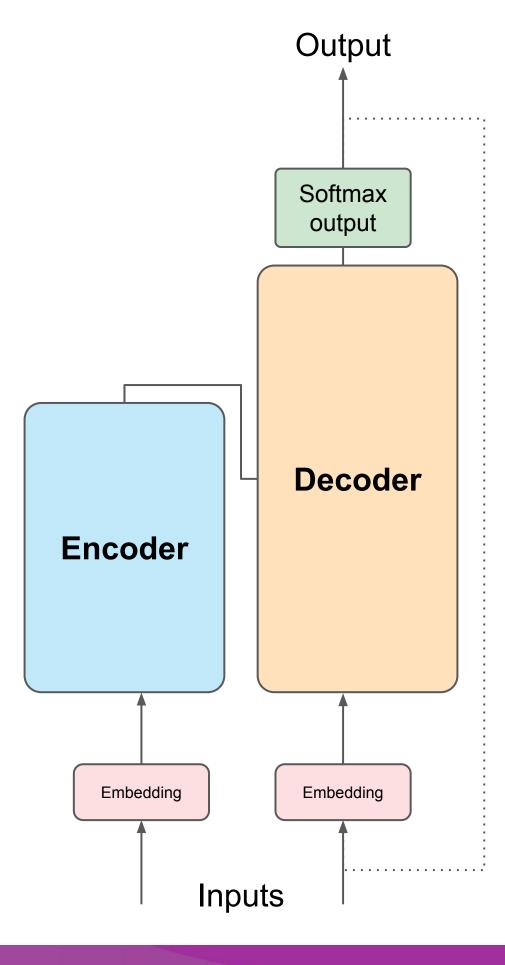




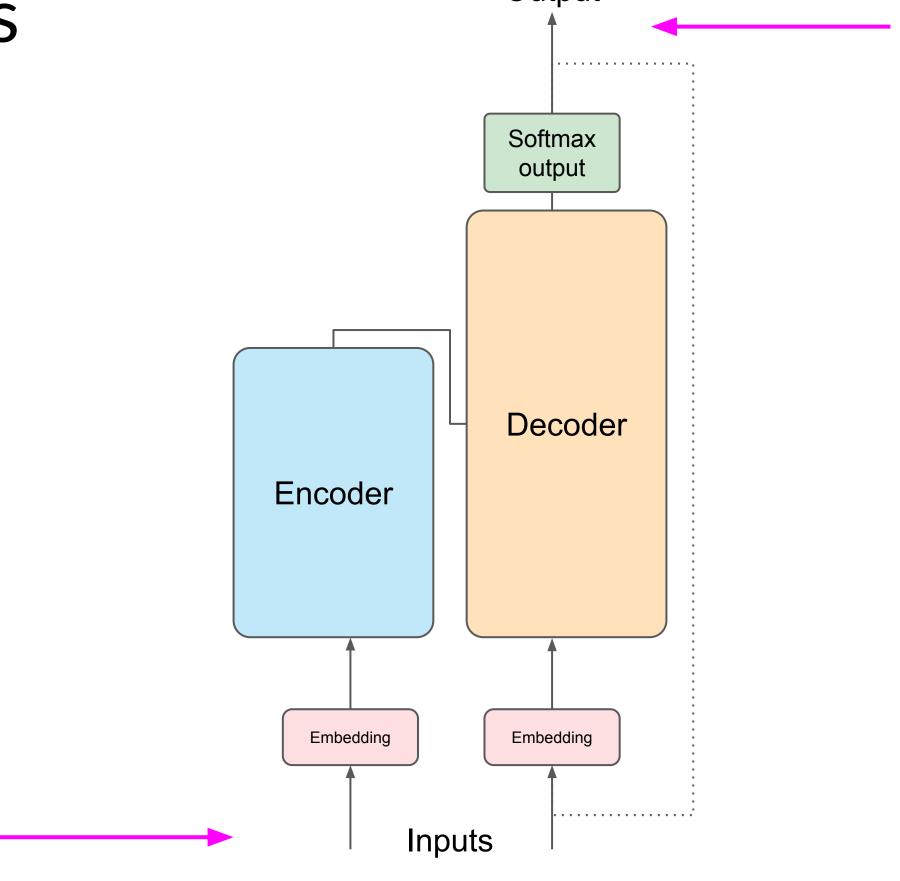




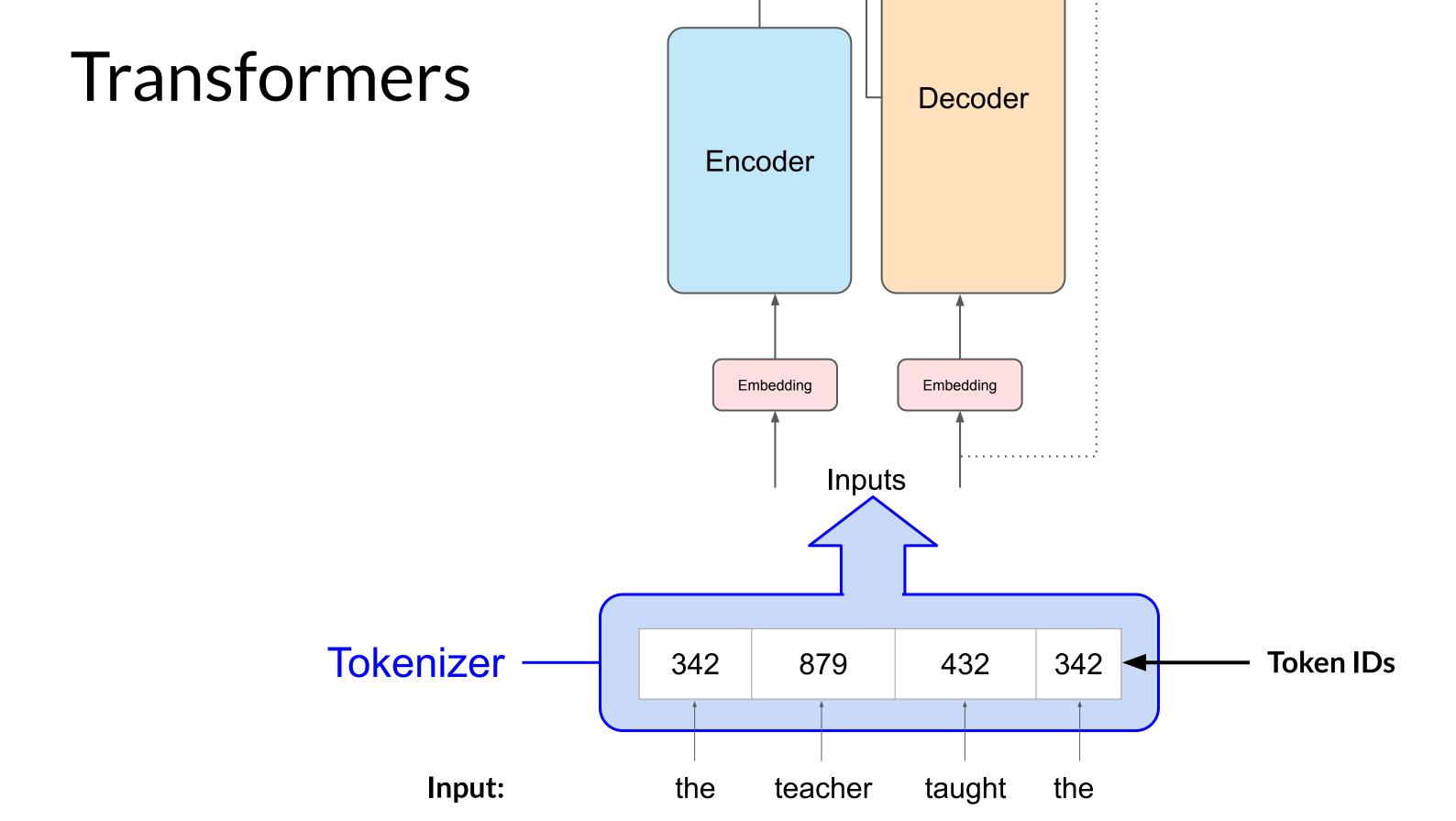






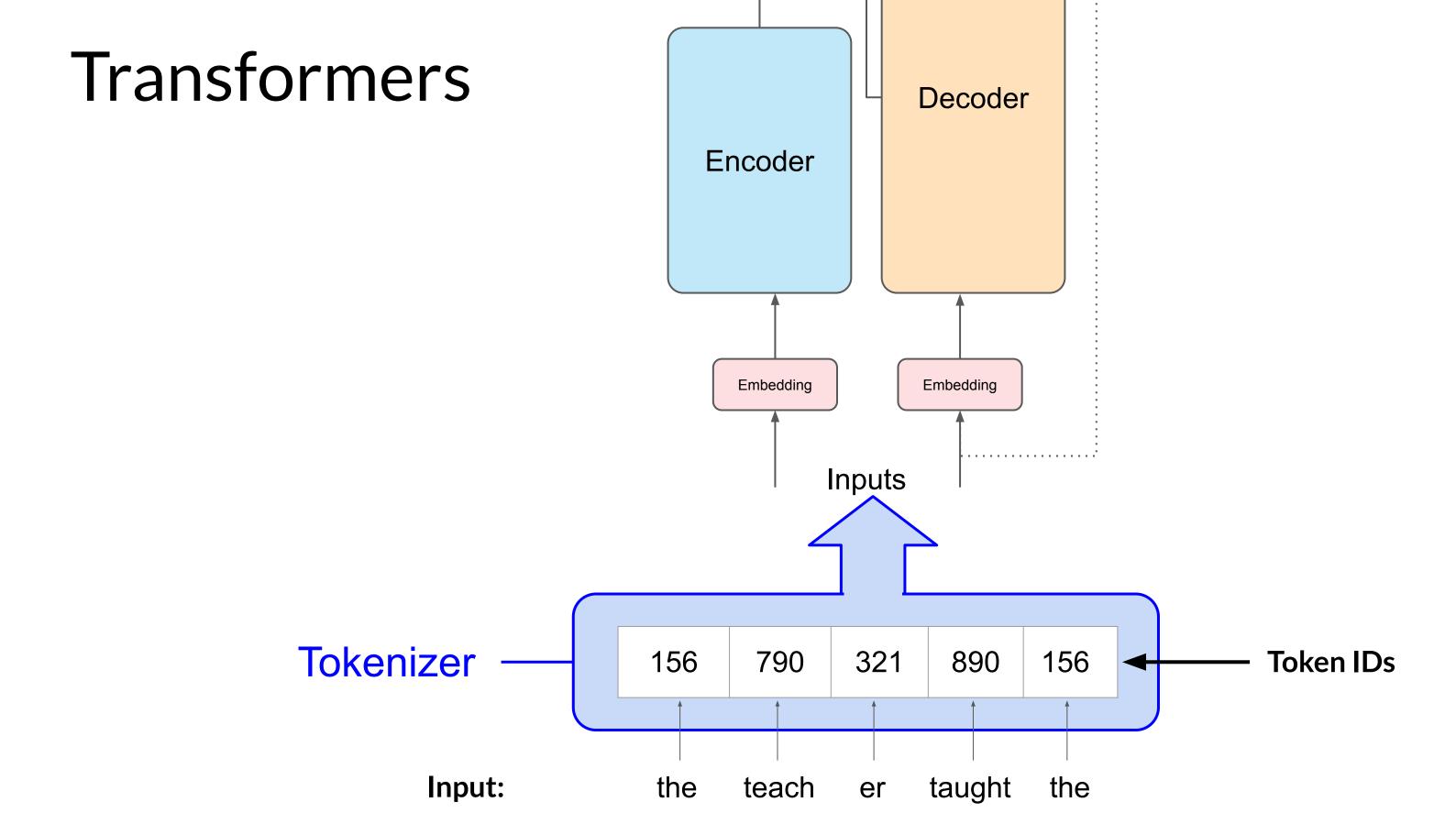






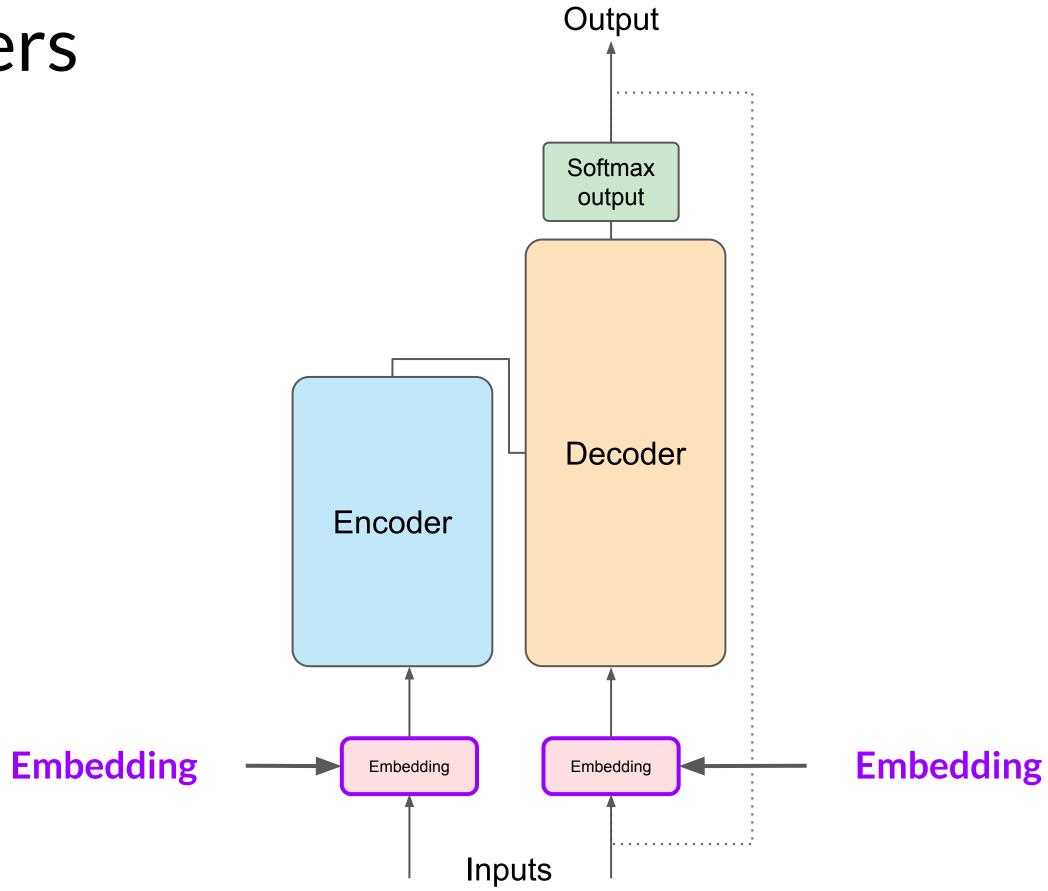














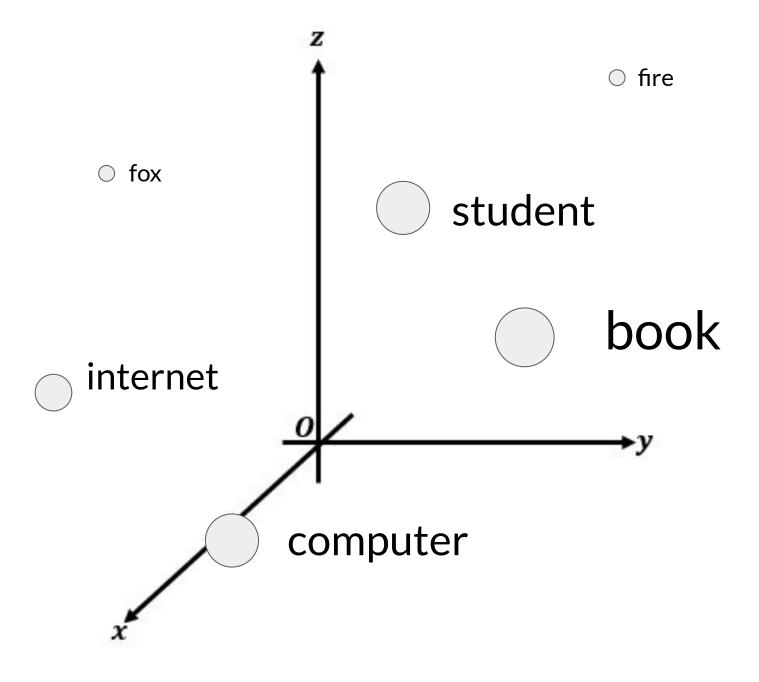


# Output Transformers $X_2$ $X_3$ $X_4$ e.g. 512 342 879 342 432 **Embedding Embedding** Embedding Embedding

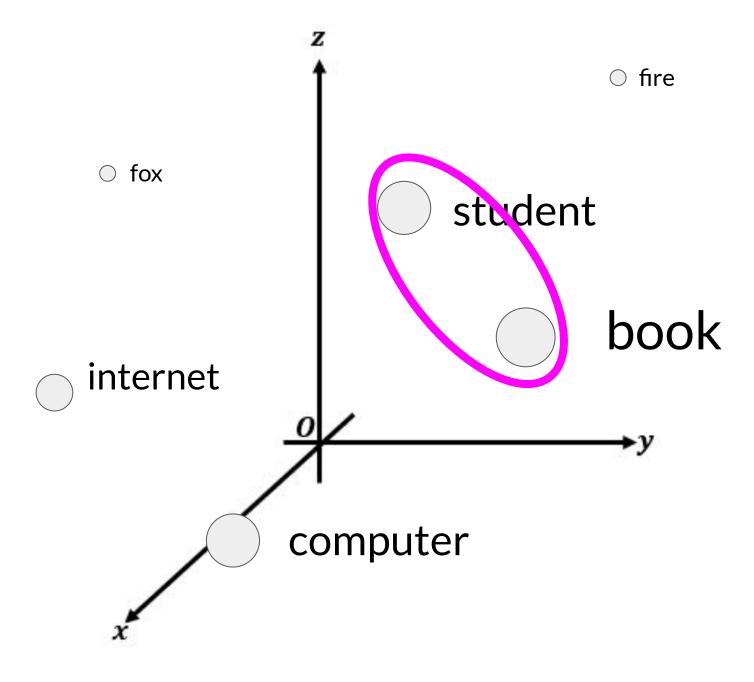
Inputs



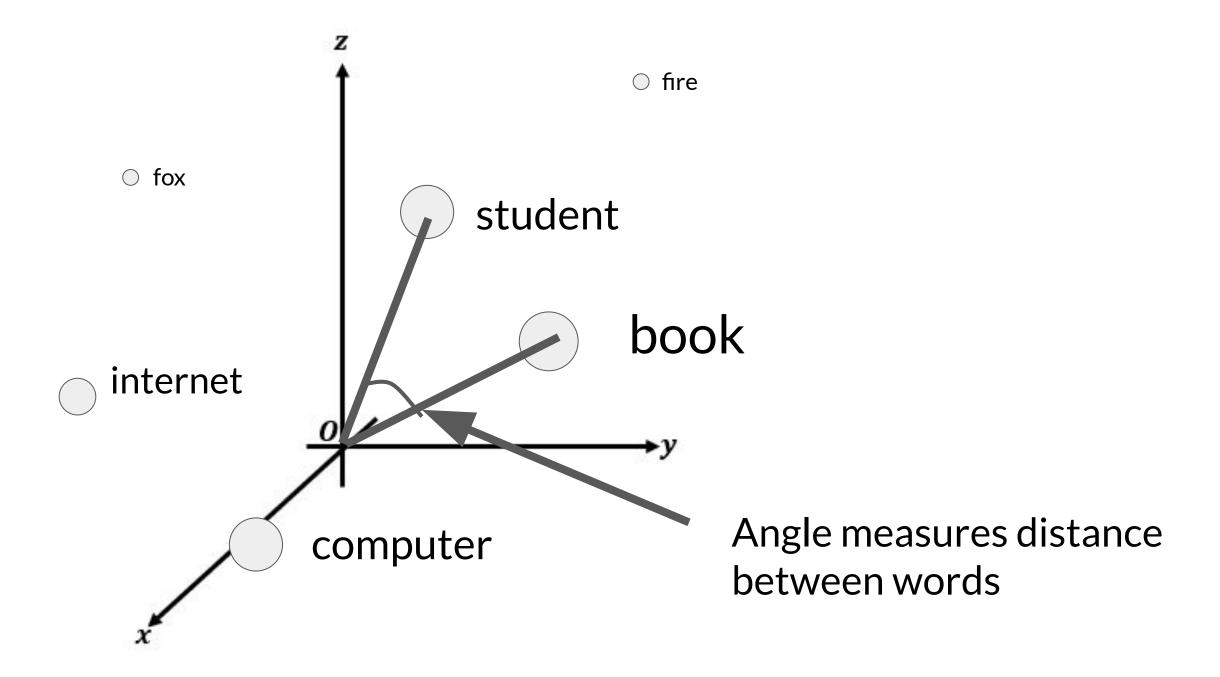






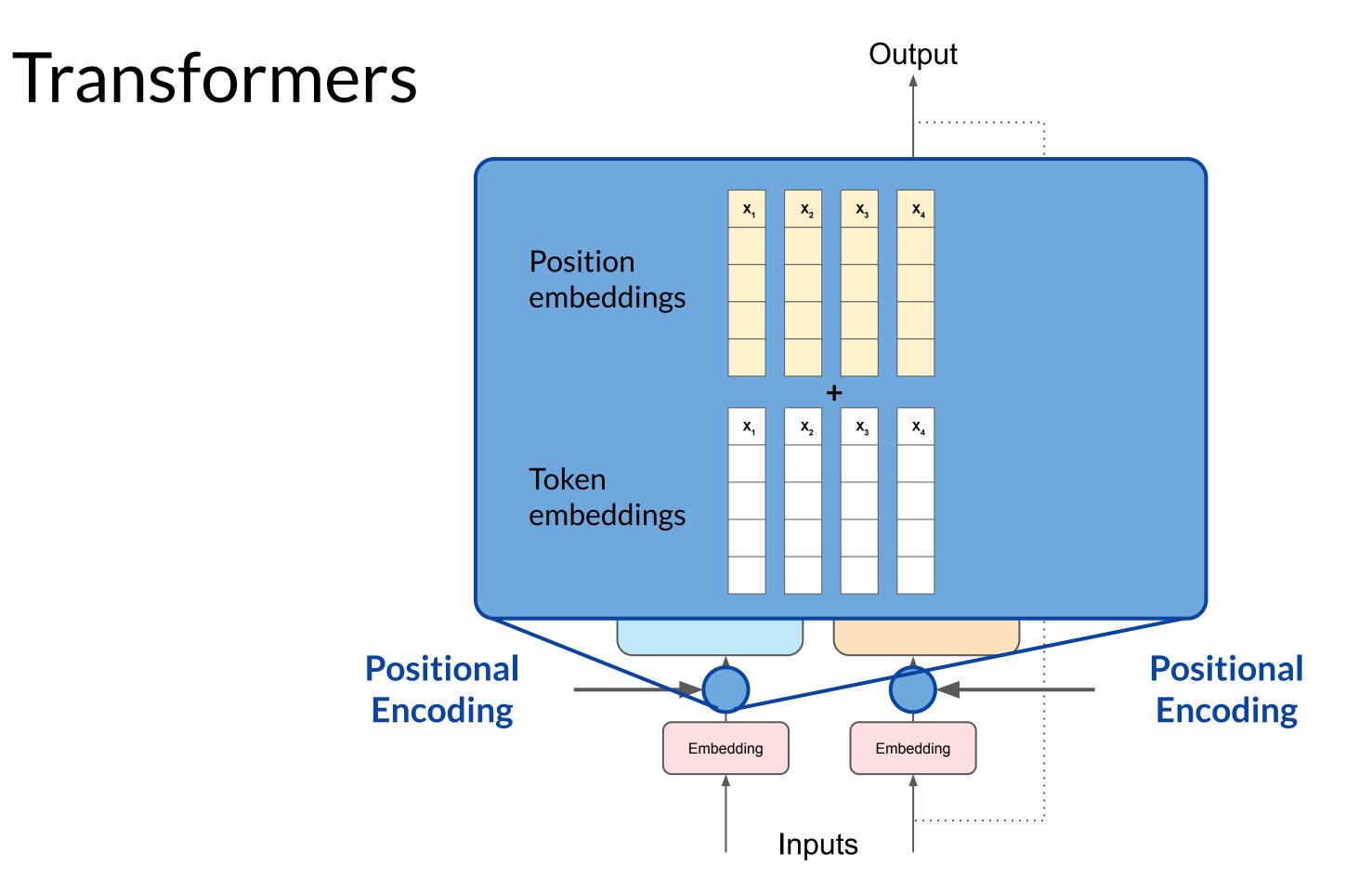






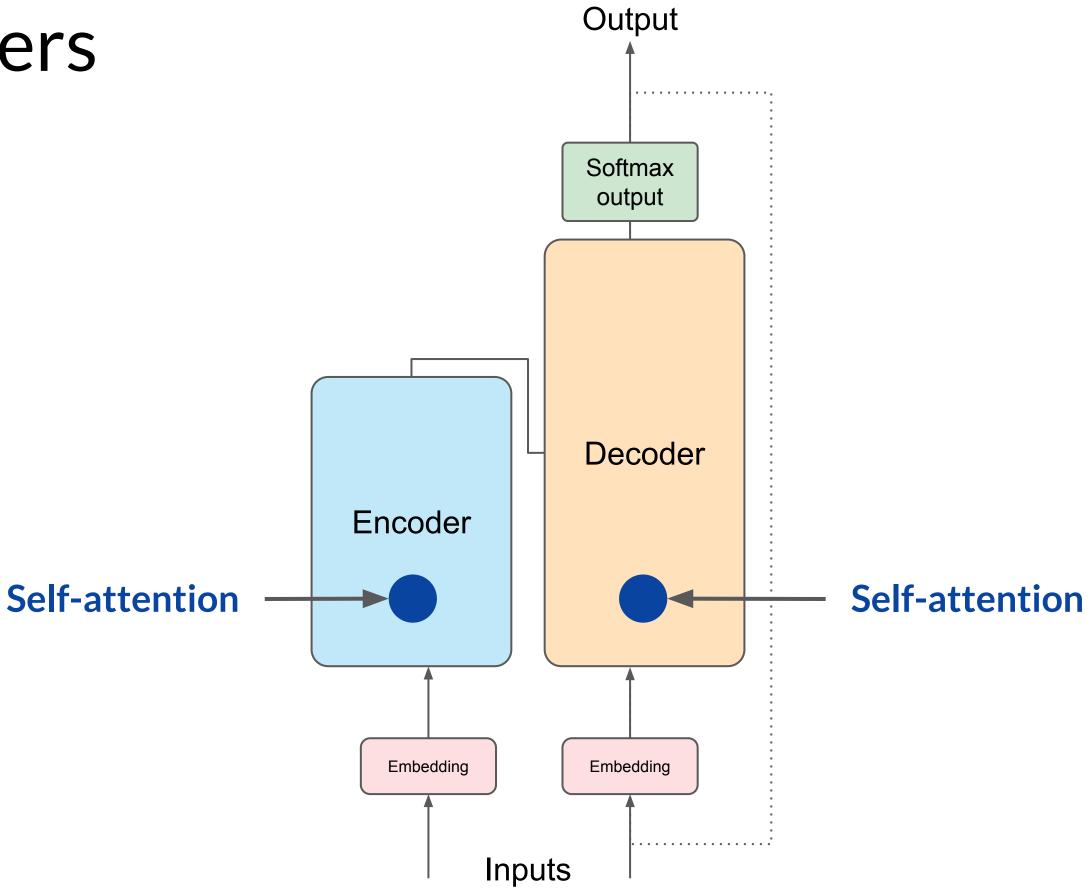




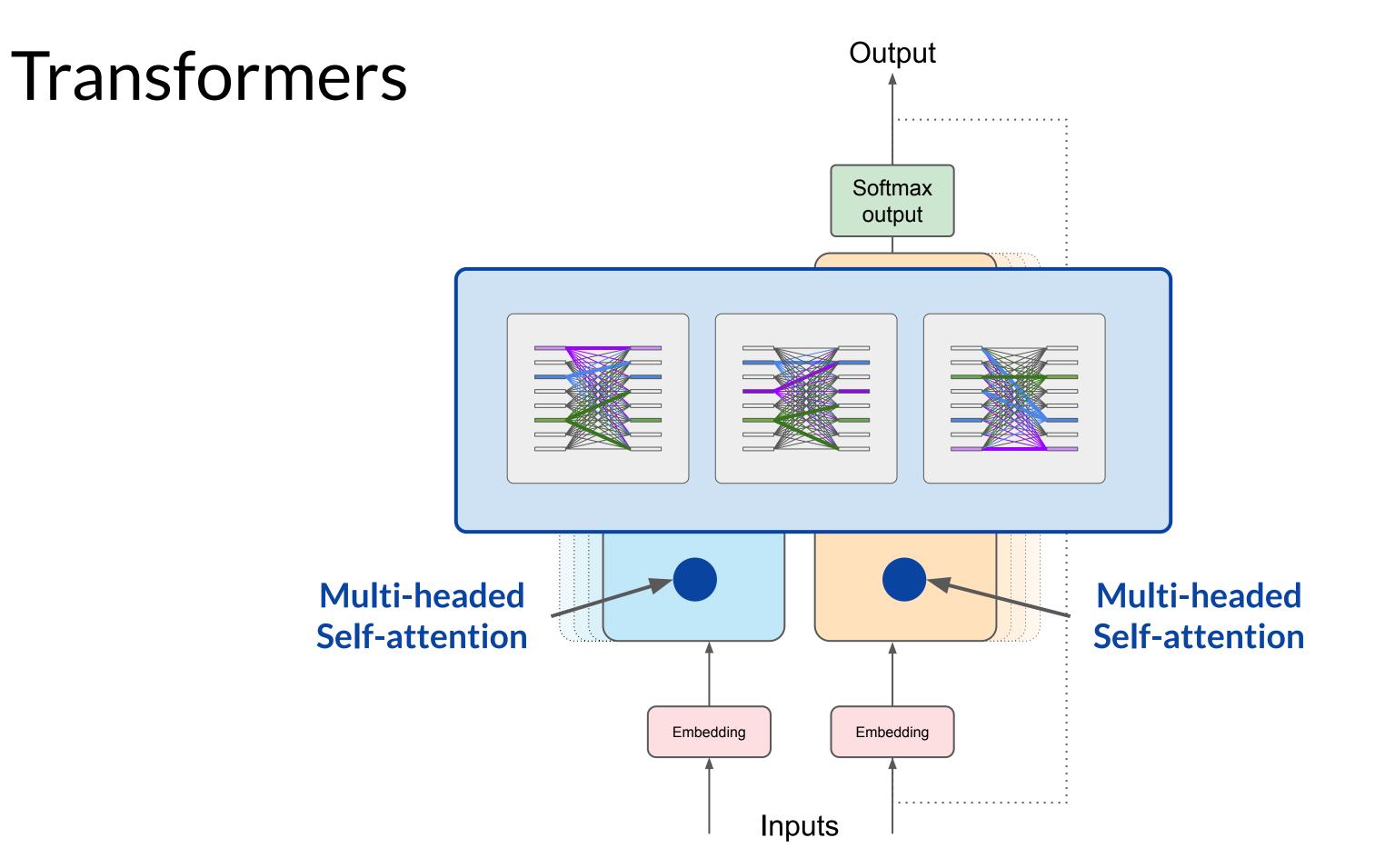












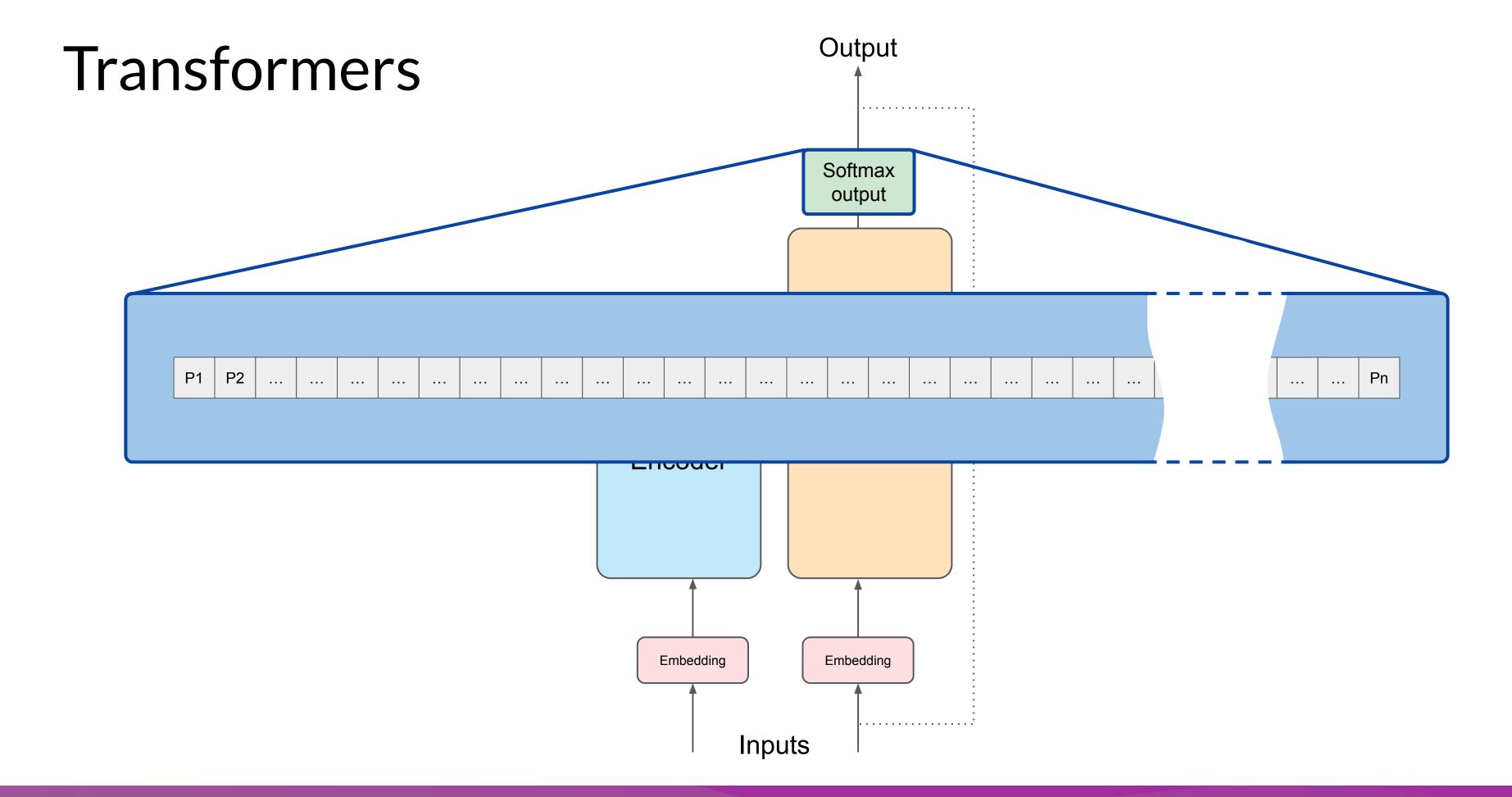




# Output Transformers Softmax output **Feed forward** network **Feed forward** Decoder network Encoder Embedding Embedding

Inputs

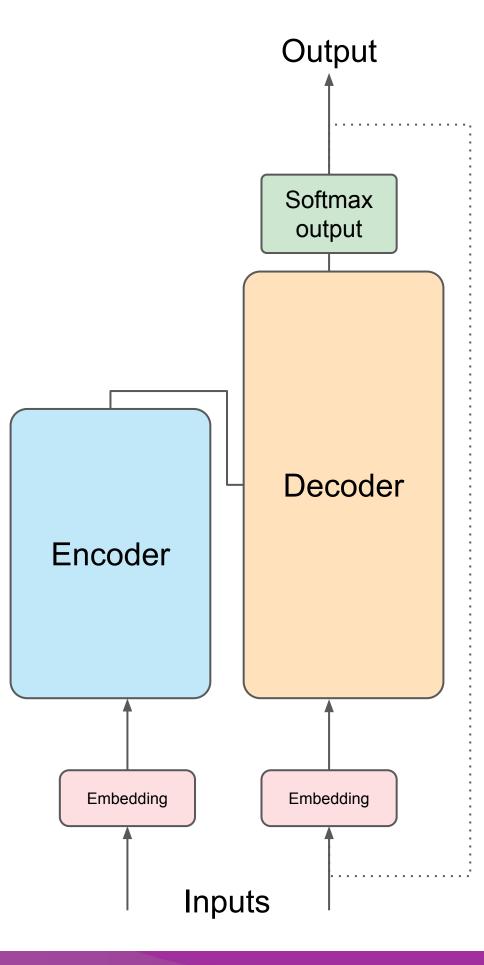






Translation: sequence-to-sequence task

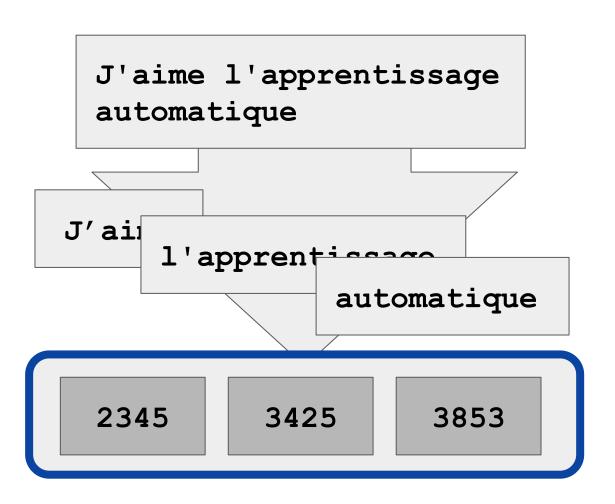
J'aime l'apprentissage automatique

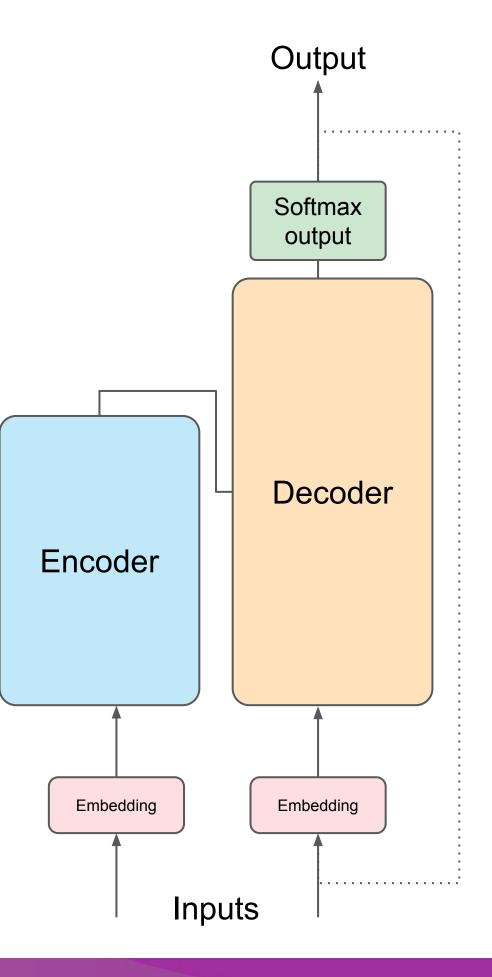


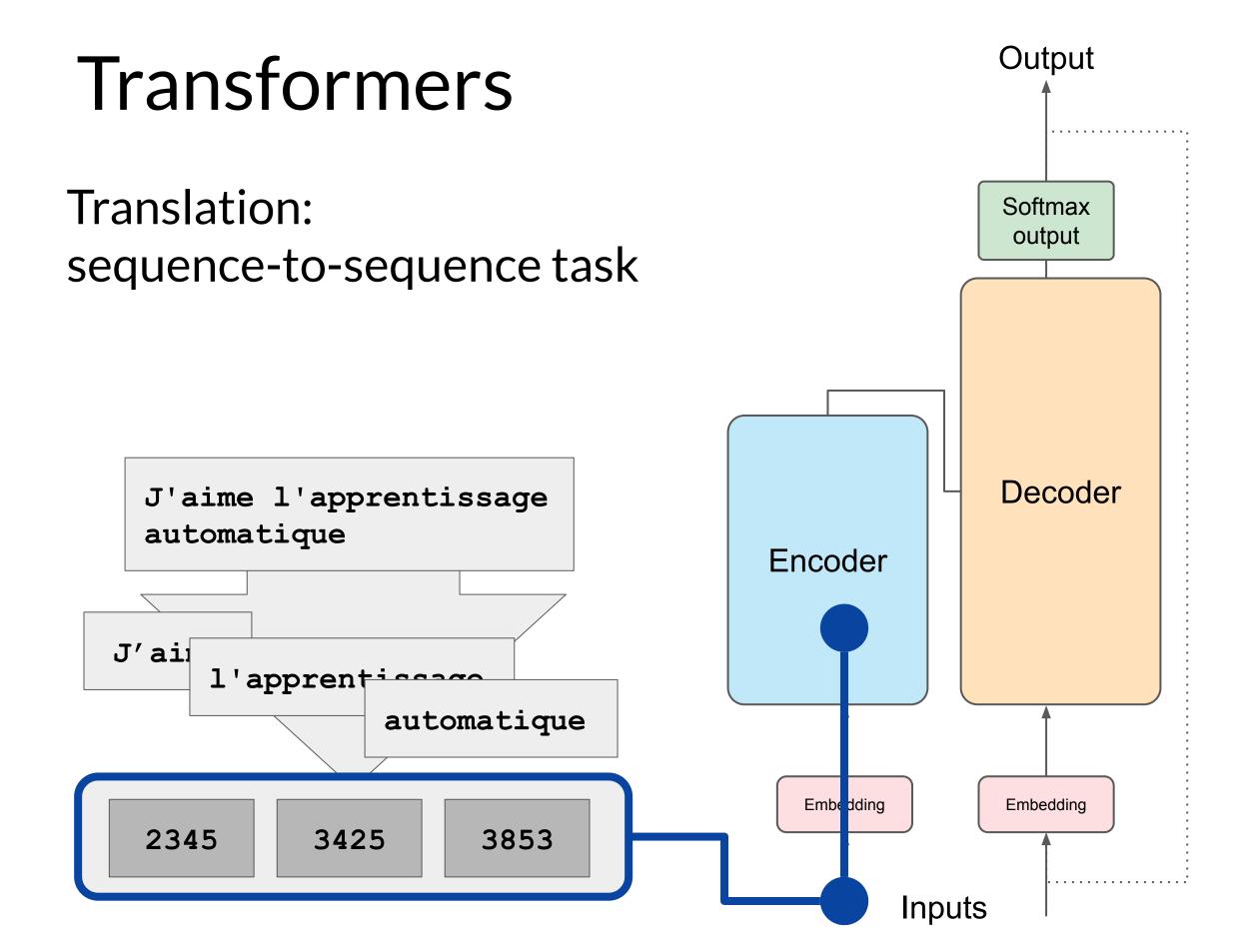




Translation: sequence-to-sequence task

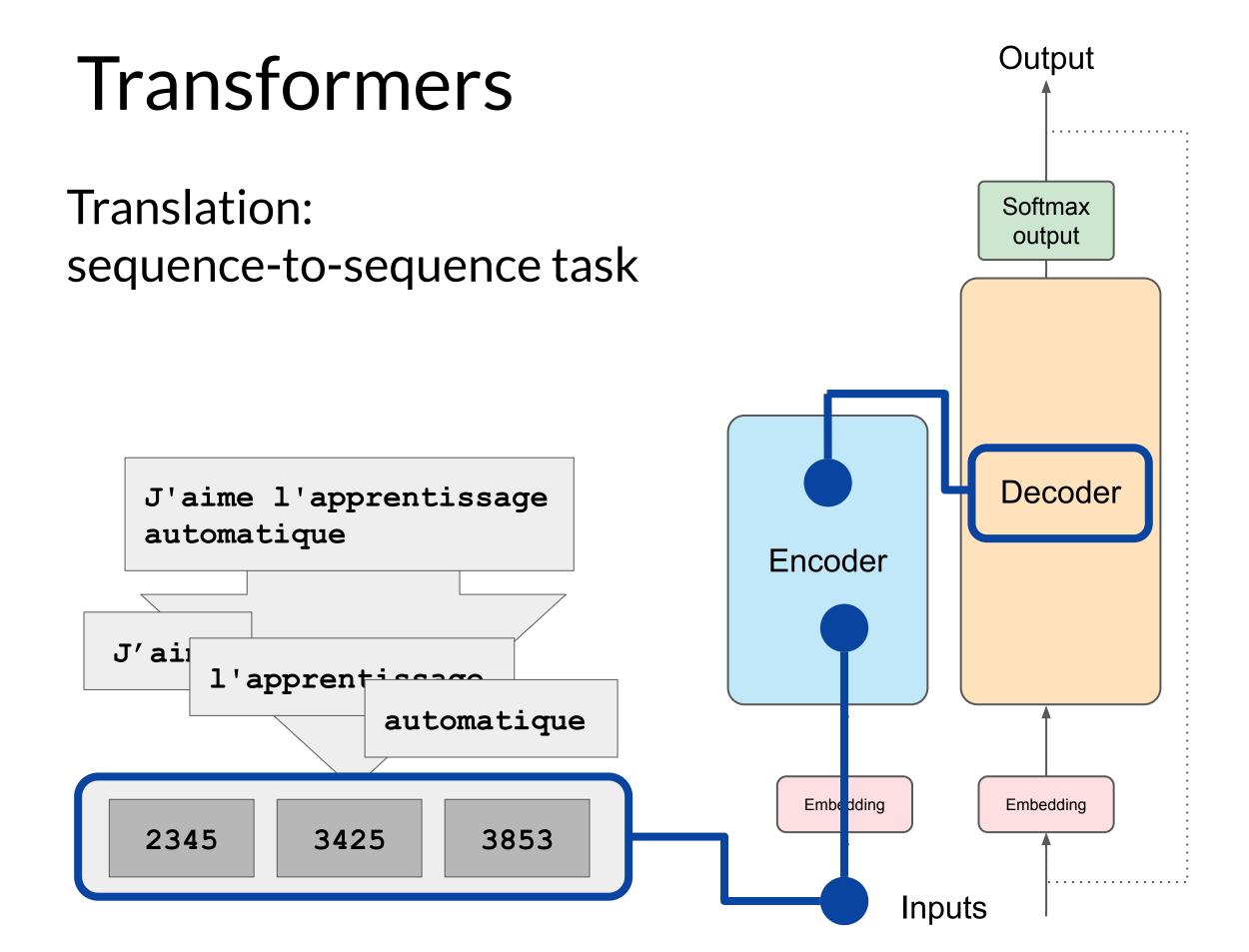






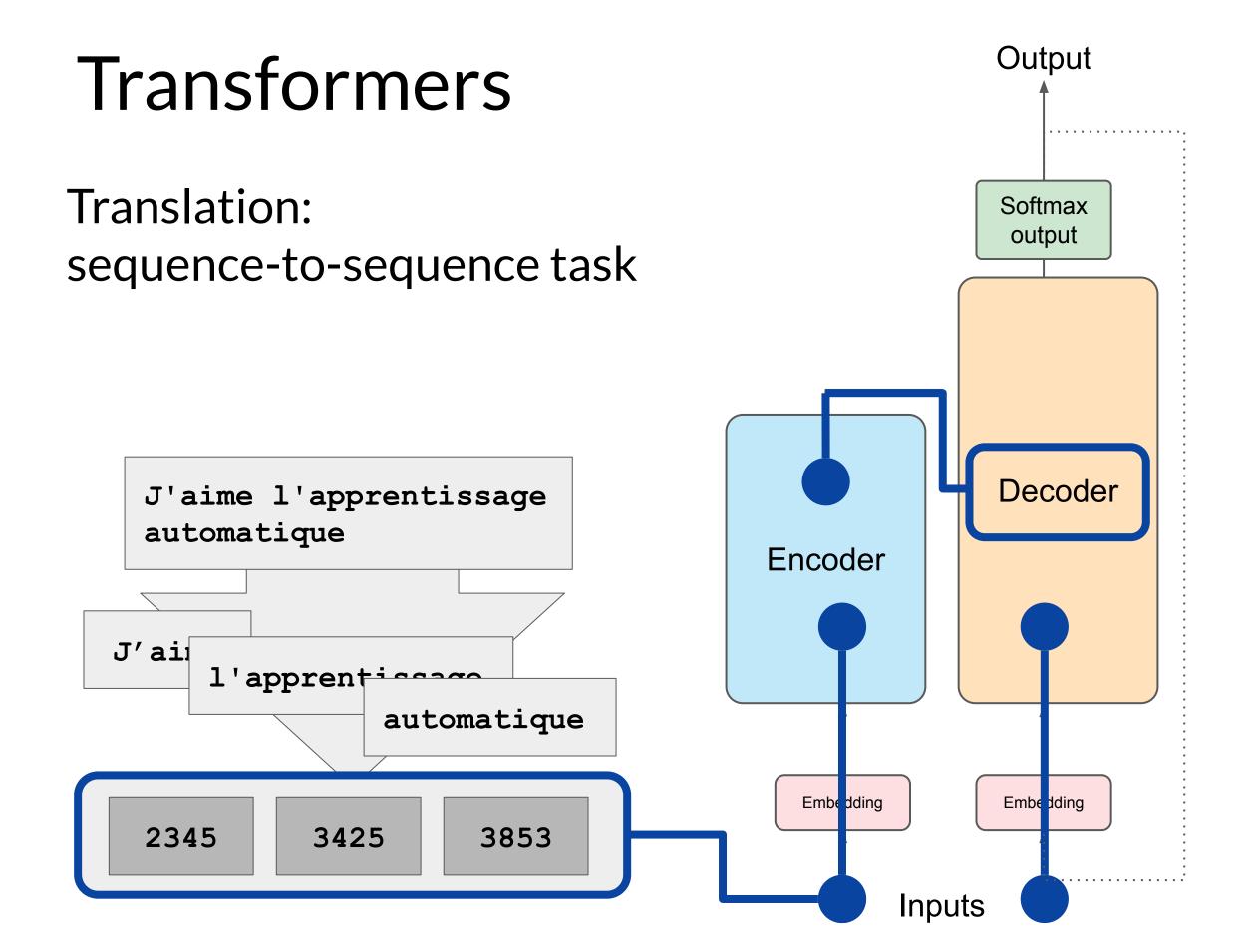






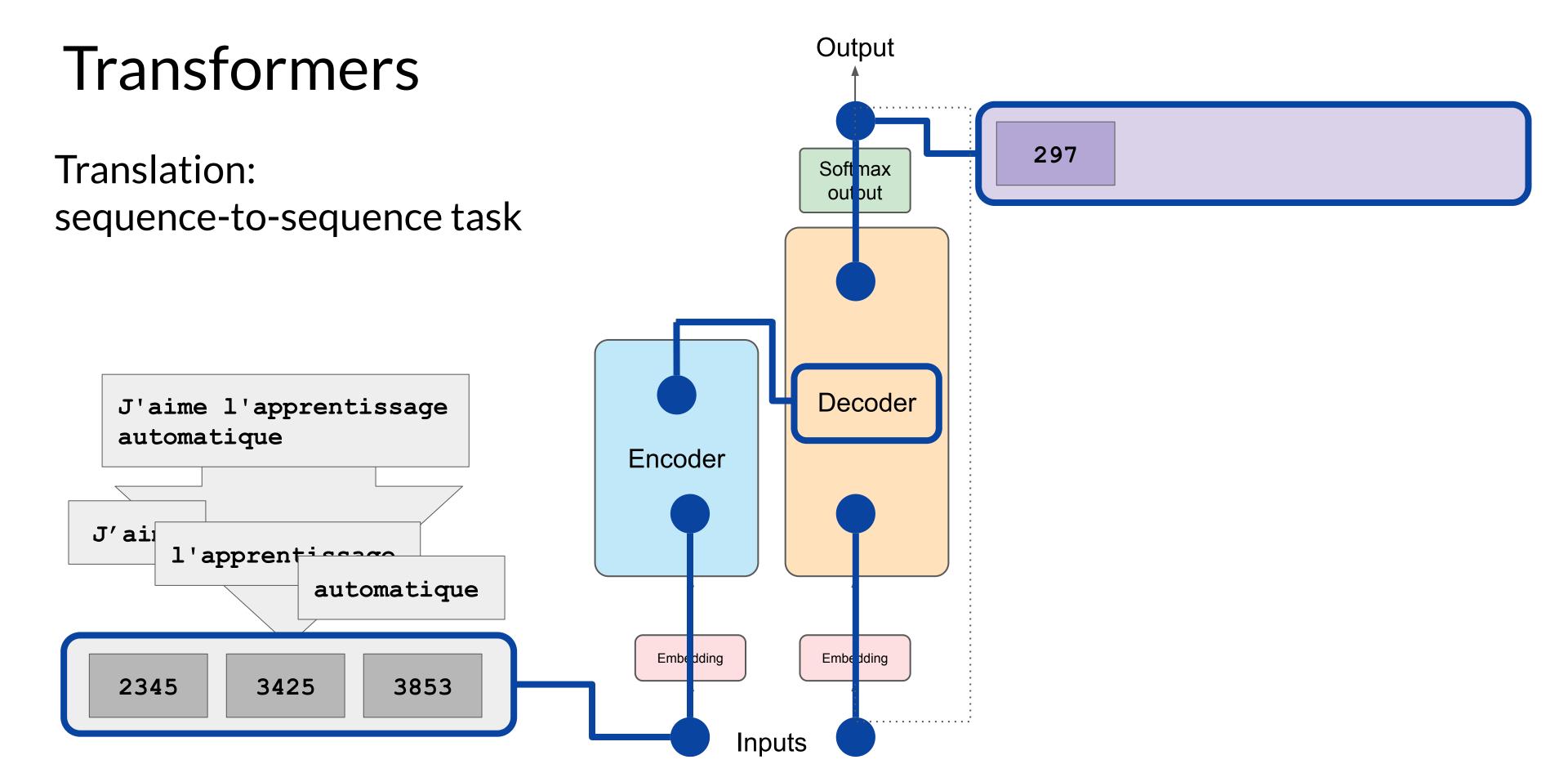






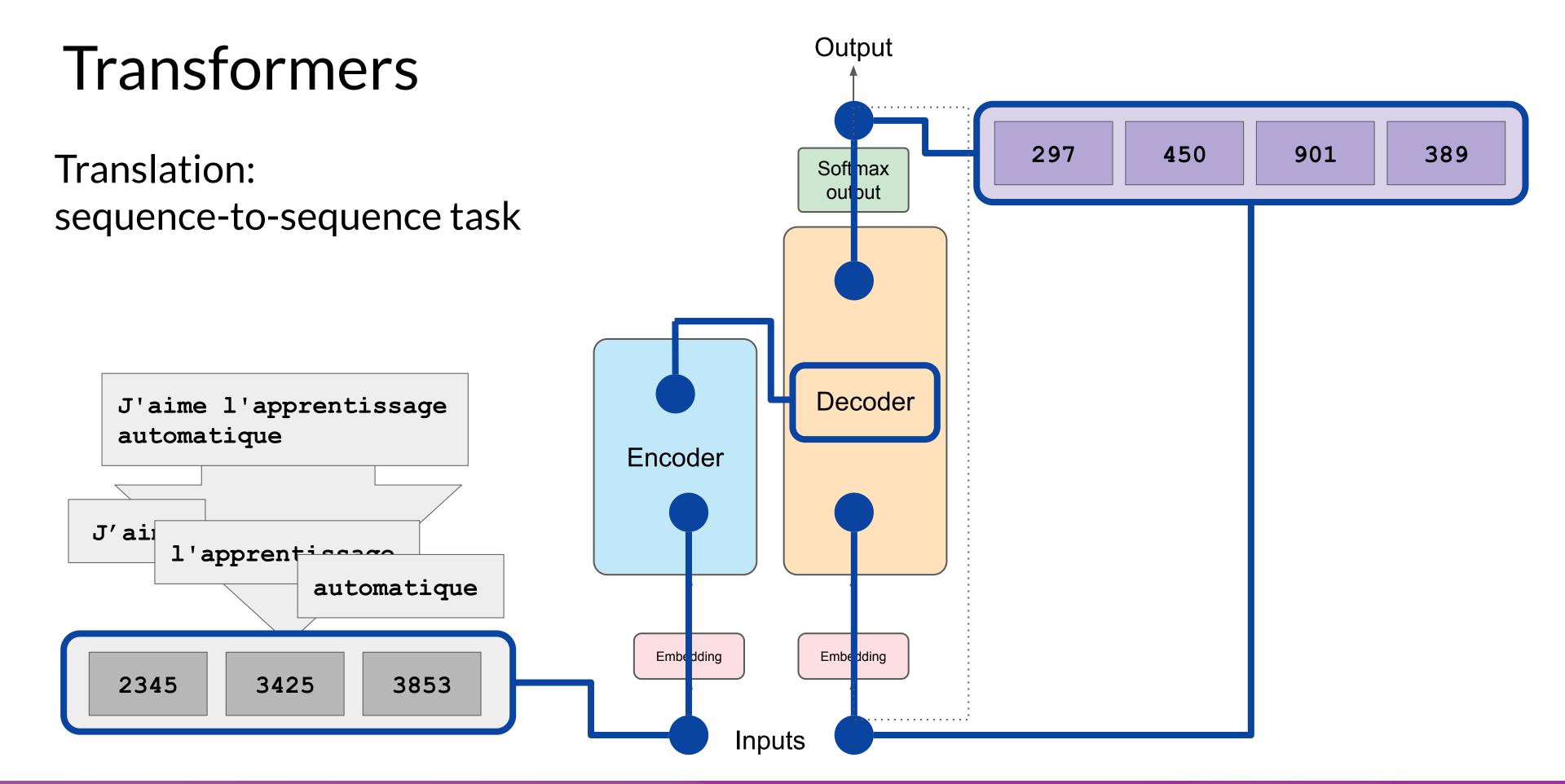






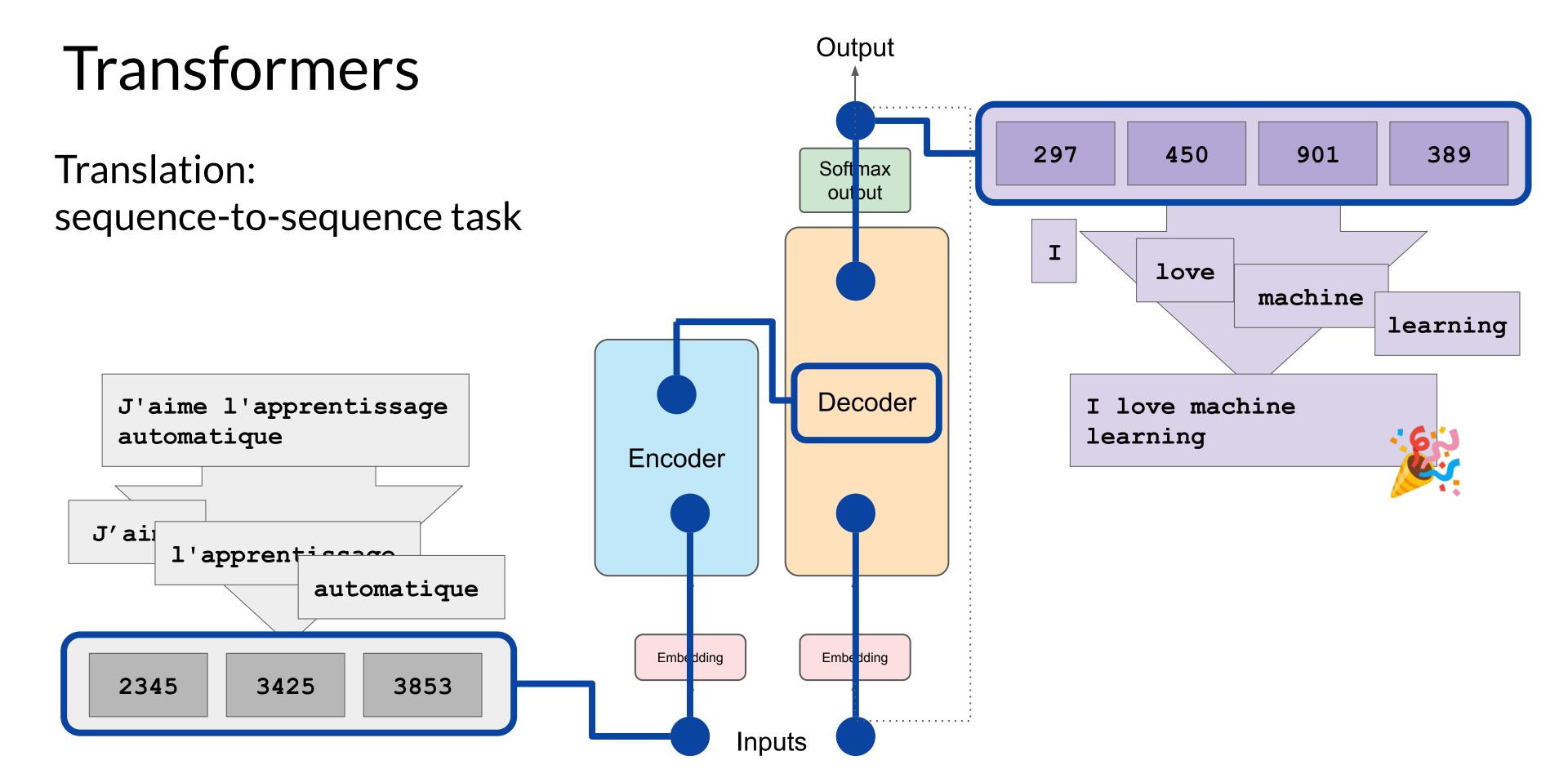






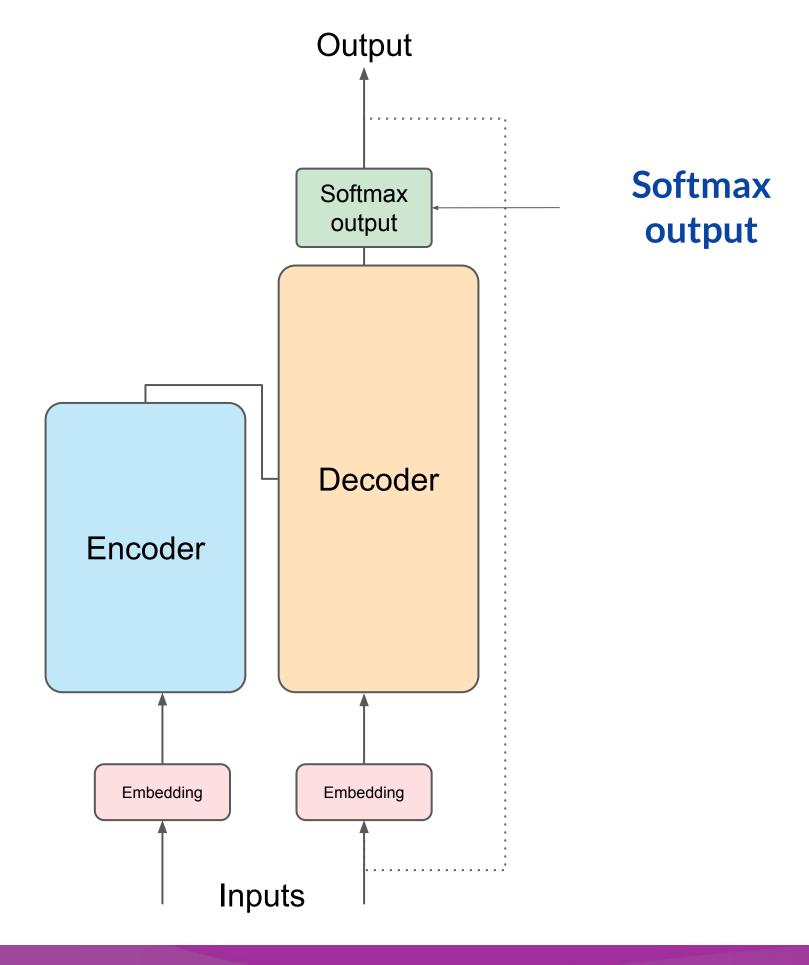








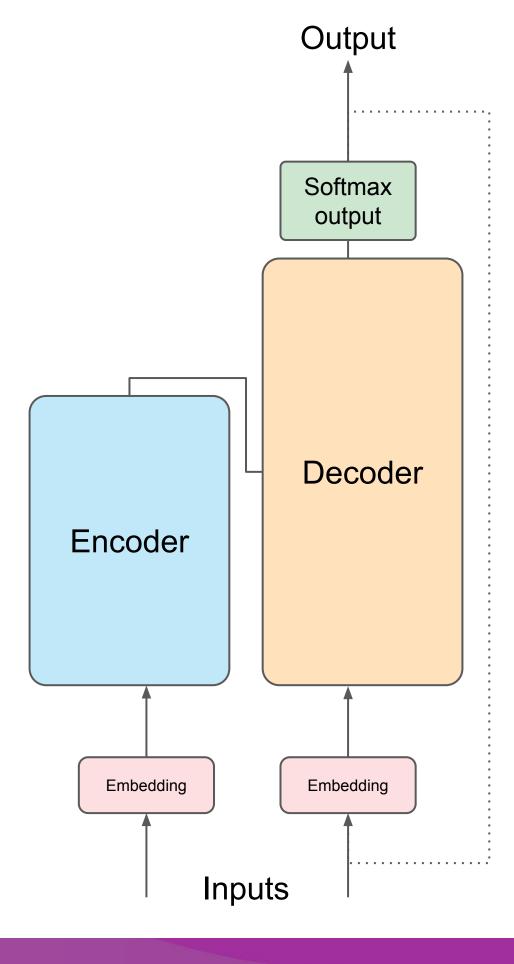






#### **Encoder**

Encodes inputs ("prompts") with contextual understanding and produces one vector per input token.

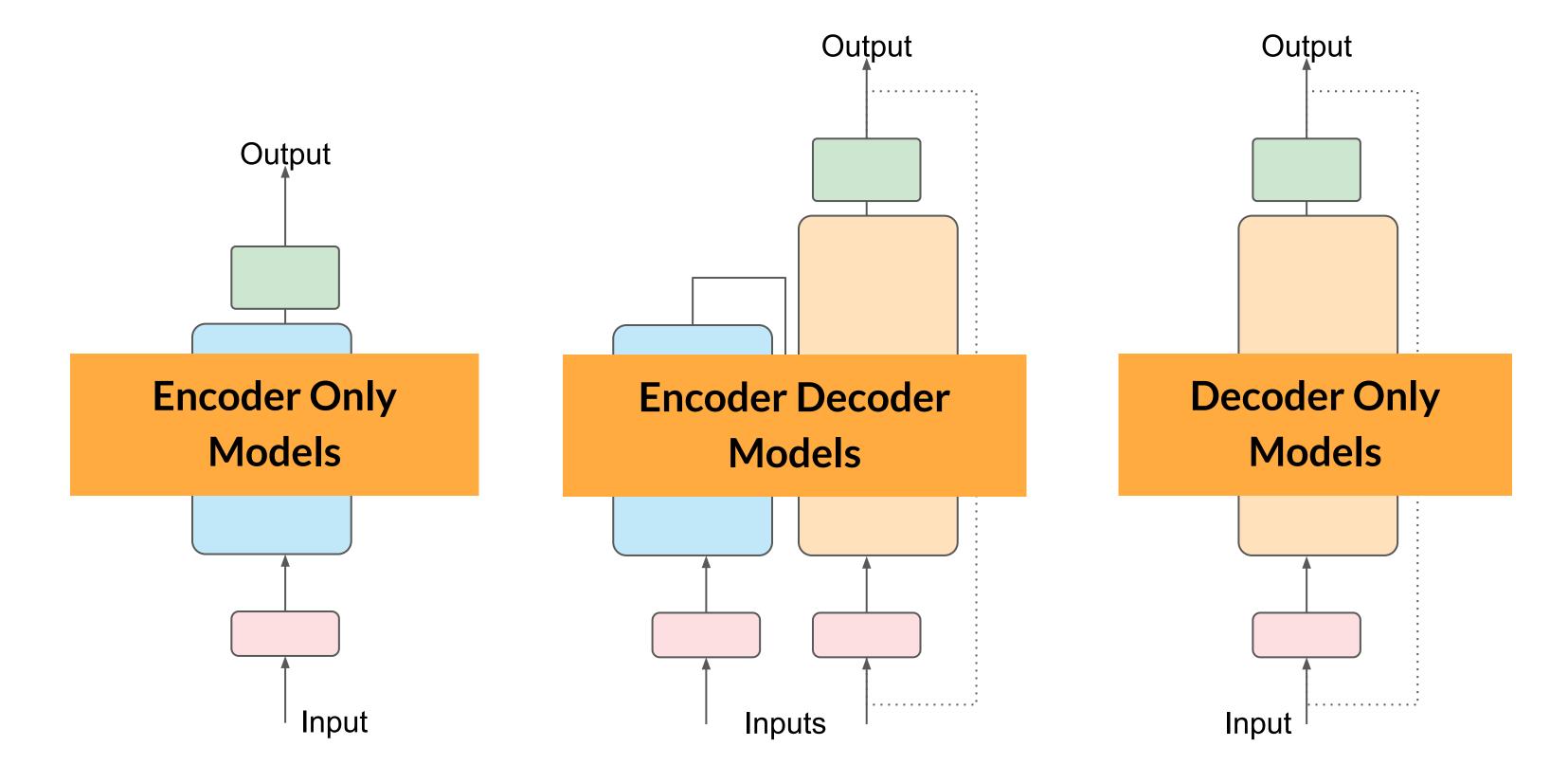


#### Decoder

Accepts input tokens and generates new tokens.









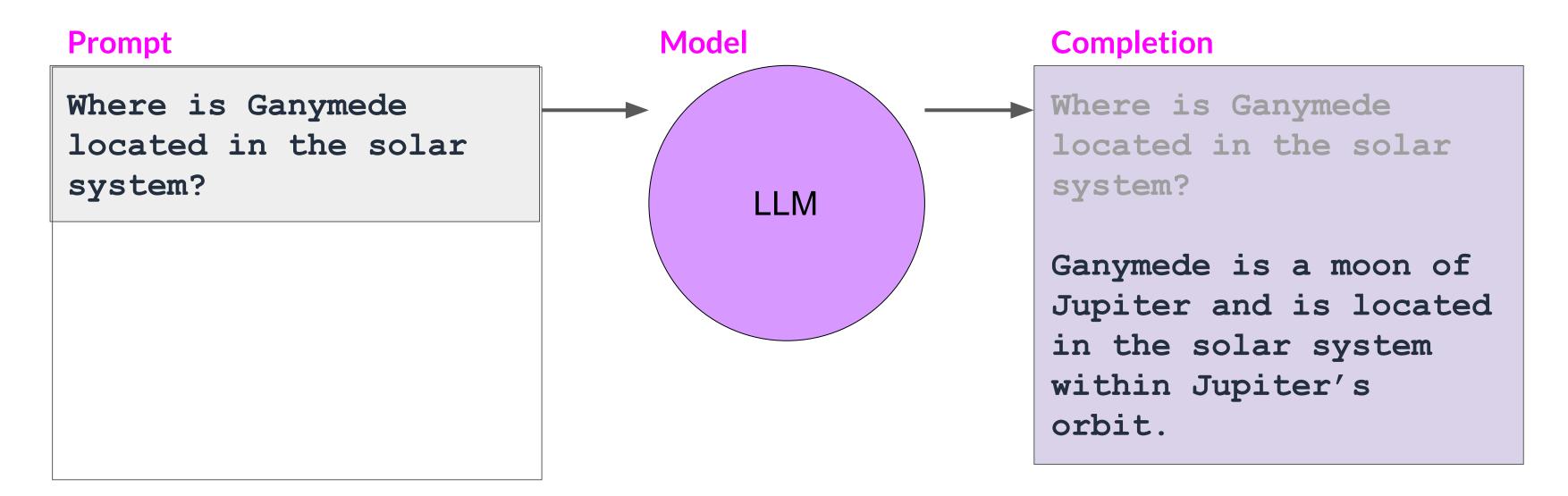


# Prompting and prompt engineering





# Prompting and prompt engineering



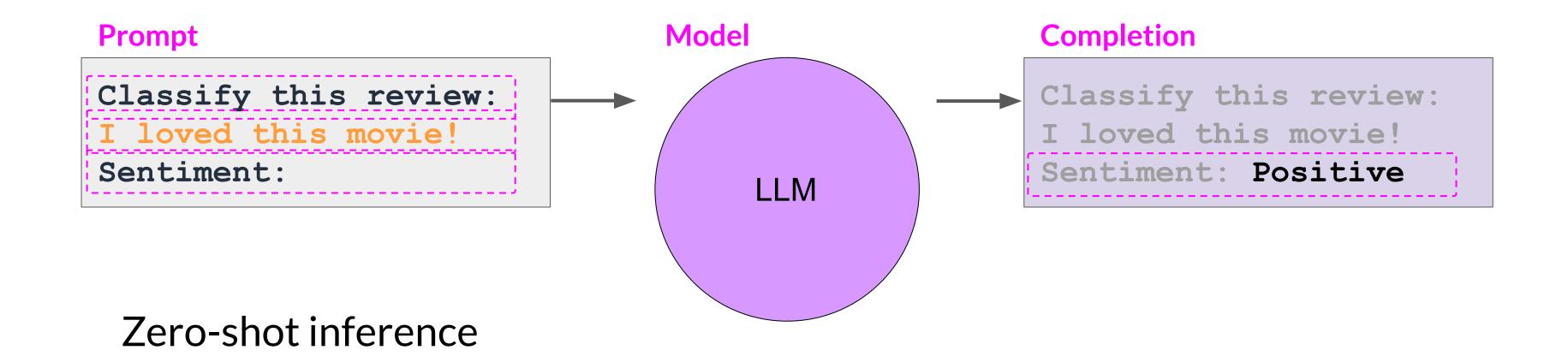
Context window: typically a

few thousand words



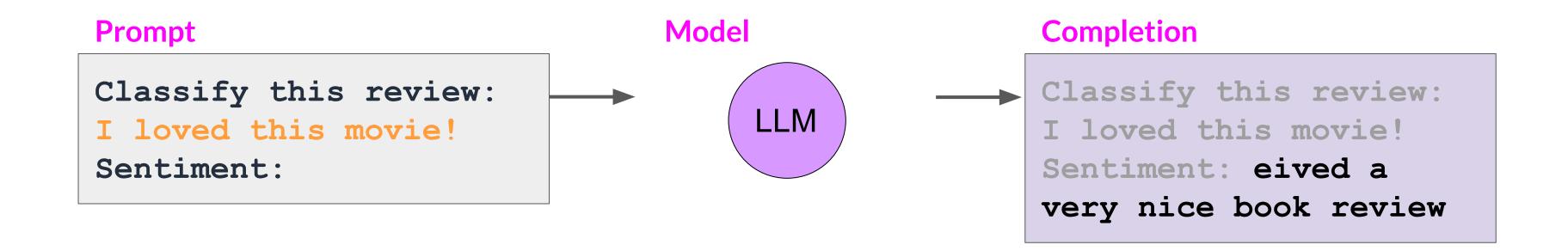


# In-context learning (ICL) - zero shot inference





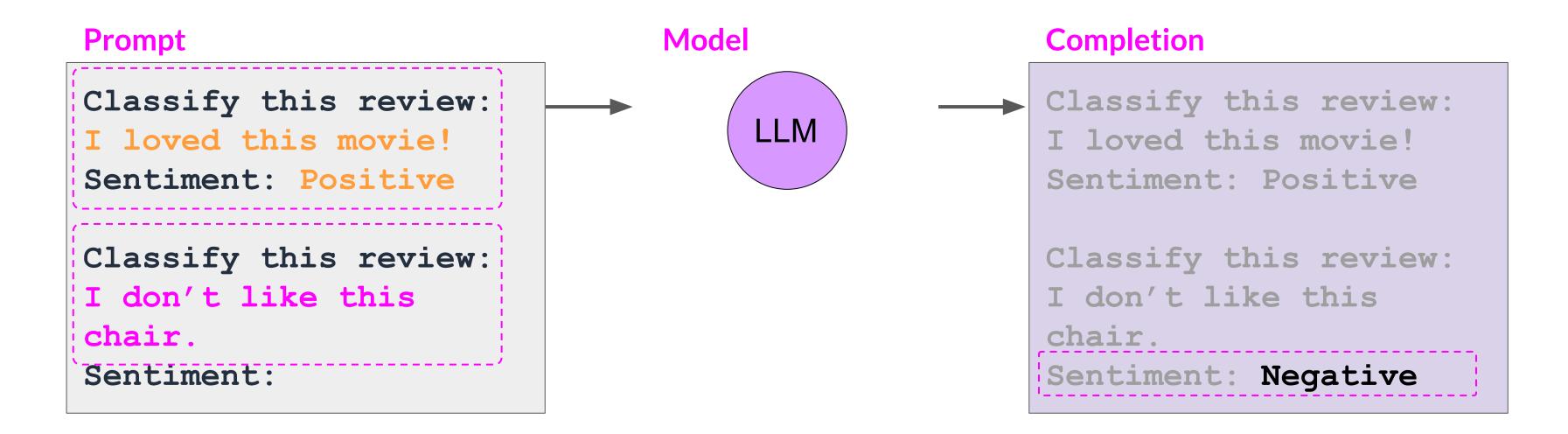
# In-context learning (ICL) - zero shot inference







# In-context learning (ICL) - one shot inference



One-shot inference



# In-context learning (ICL) - few shot inference

```
Model
                                                   Completion
Prompt
Classify this review:
                                                   Classify this review:
                                    LLM
I loved this DVD!
                                                   I loved this DVD!
Sentiment: Positive
                                                   Sentiment: Positive
Classify this review:
                                                   Classify this review:
I don't like this
                                                   I don't like this
chair.
                                                   chair.
                                                   Sentiment: Positive
Sentiment: Negative
Classify this review:
                                                   Classify this review:
                                                   This is not great.
This is not great.
Sentiment:
                                                   Sentiment: Negative
```



# Summary of in-context learning (ICL)

#### Prompt // Zero Shot

Classify this review:
I loved this movie!
Sentiment:

Context Window (few thousand words)

#### Prompt // One Shot

Classify this review:
I loved this movie!
Sentiment: Positive

Classify this review:
I don't like this chair.
Sentiment:

Prompt // Few Shot >5 or 6 examples

```
Classify this review:
I loved this movie!
Sentiment: Positive
Classify this review:
I don't like this
chair.
Sentiment: Negative
Classify this review:
Who would use this
product?
Sentiment:
```



# The significance of scale: task ability



BLOOM 176B

\*Bert-base

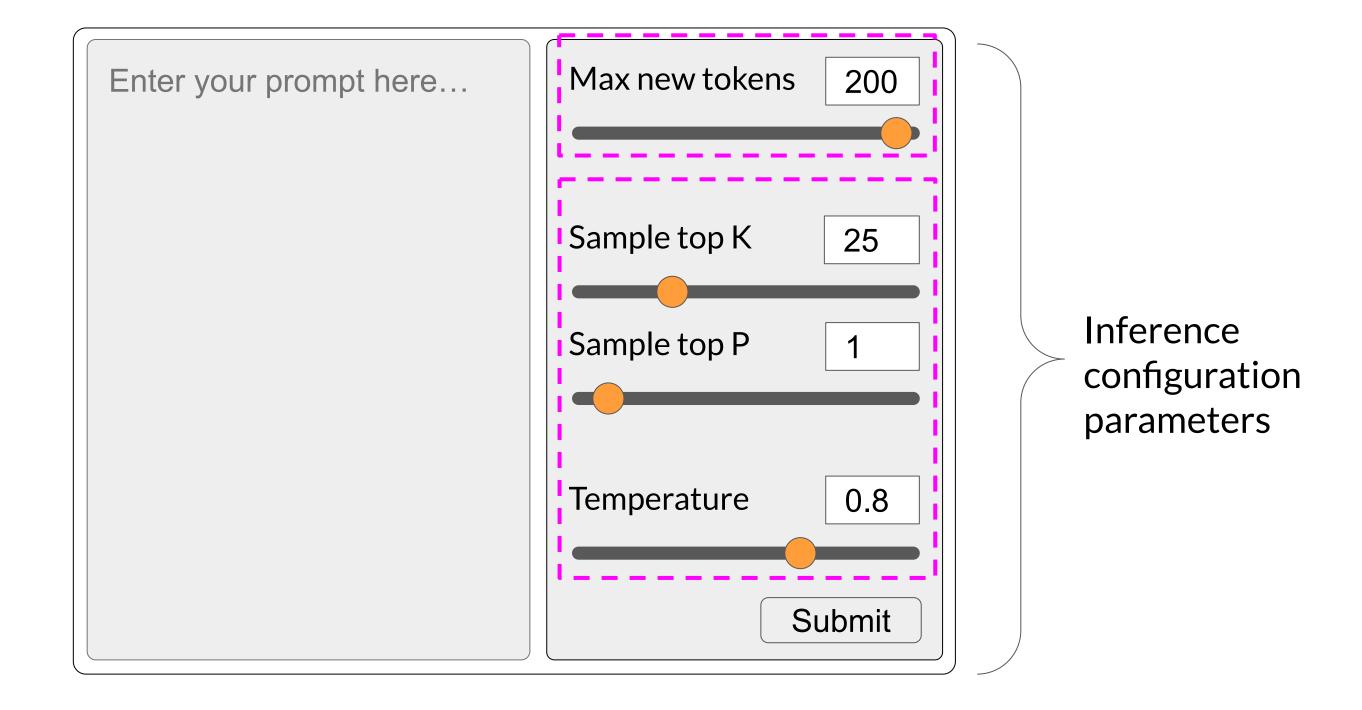


# Generative configuration parameters for inference



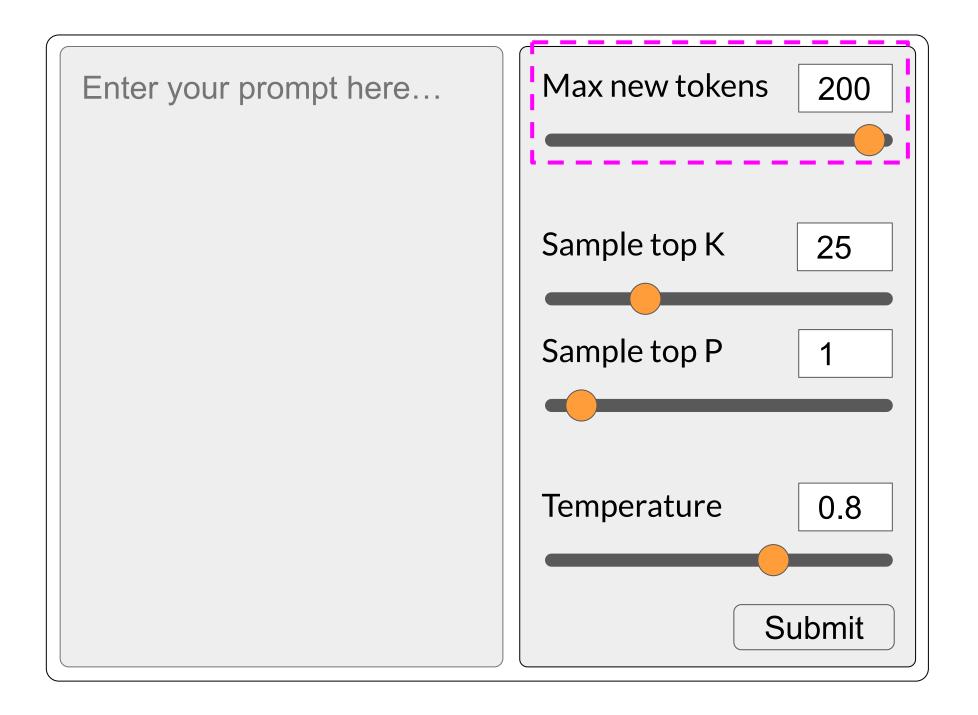


# Generative configuration - inference parameters





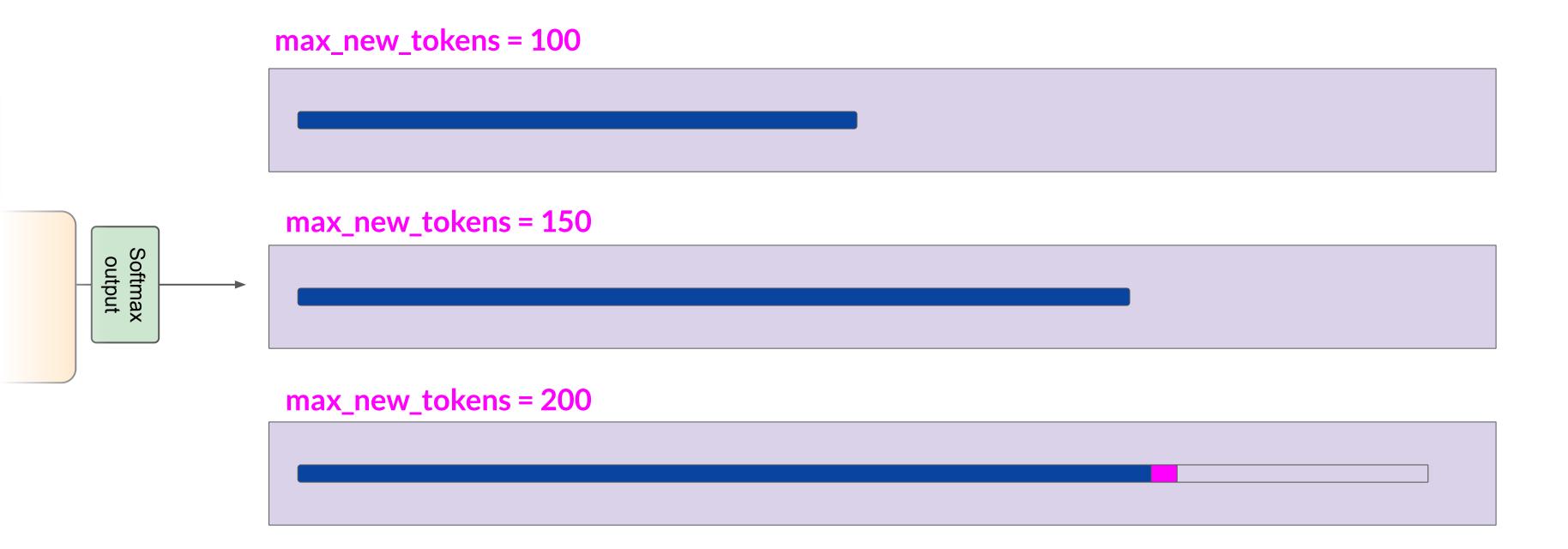
# Generative configuration - max new tokens



Max new tokens



## Generative config - max new tokens







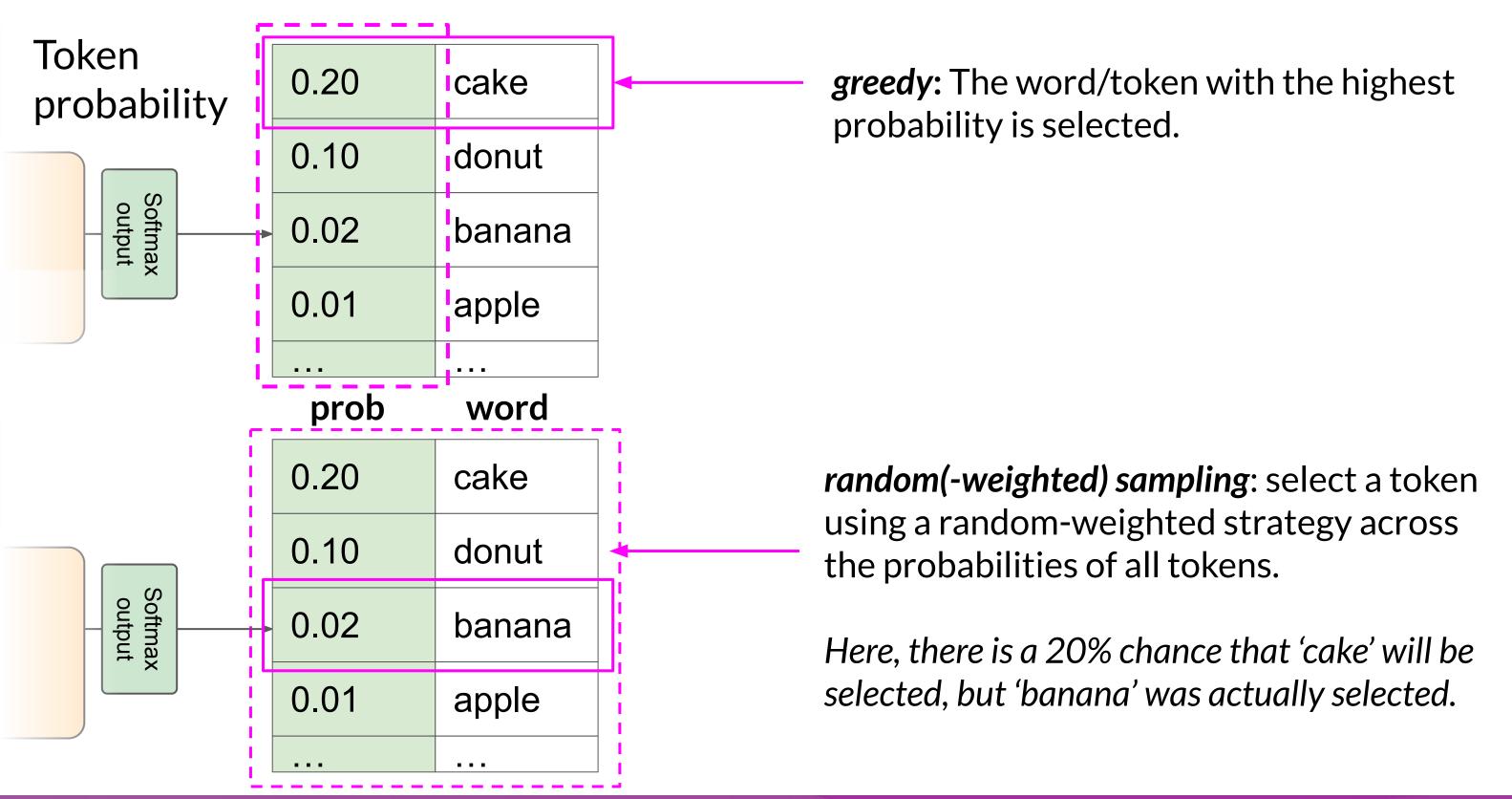
## Generative config - max new tokens





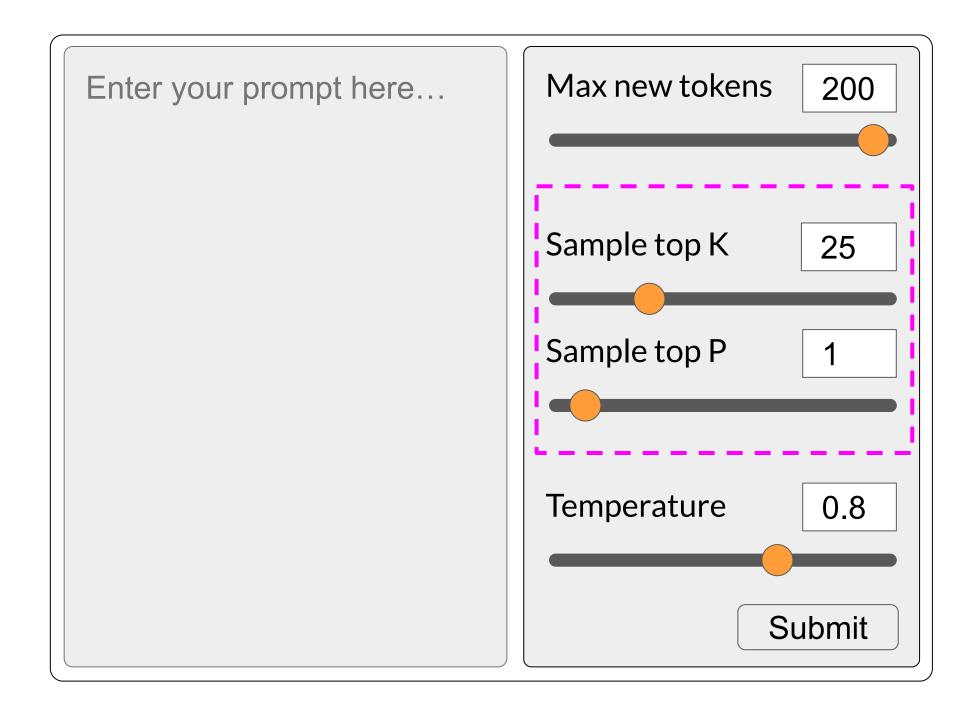


# Generative config - greedy vs. random sampling





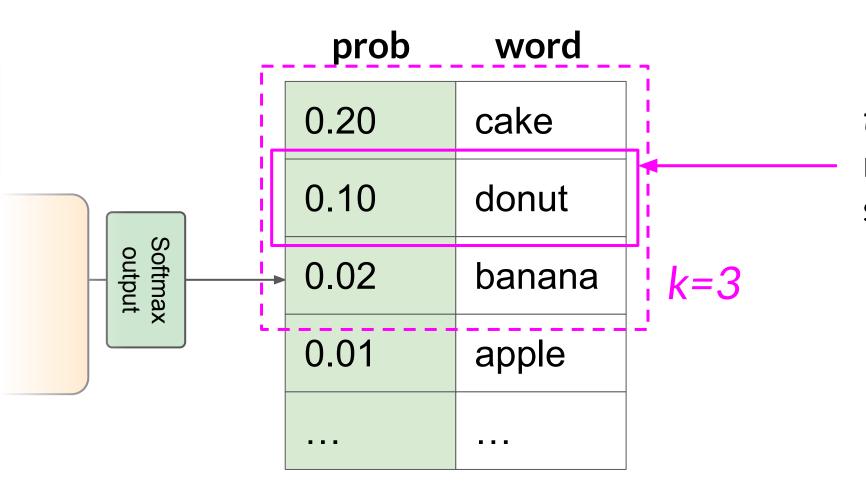
### Generative configuration - top-k and top-p



Top-k and top-p sampling



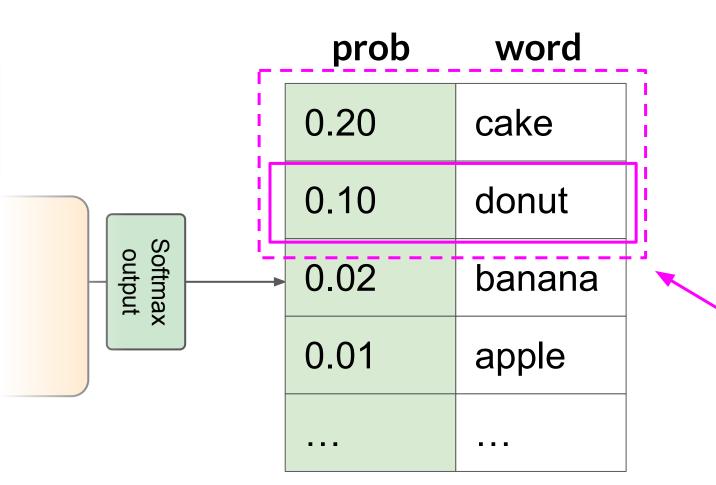
## Generative config - top-k sampling



**top-k**: select an output from the top-k results after applying random-weighted strategy using the probabilities



#### Generative config - top-p sampling

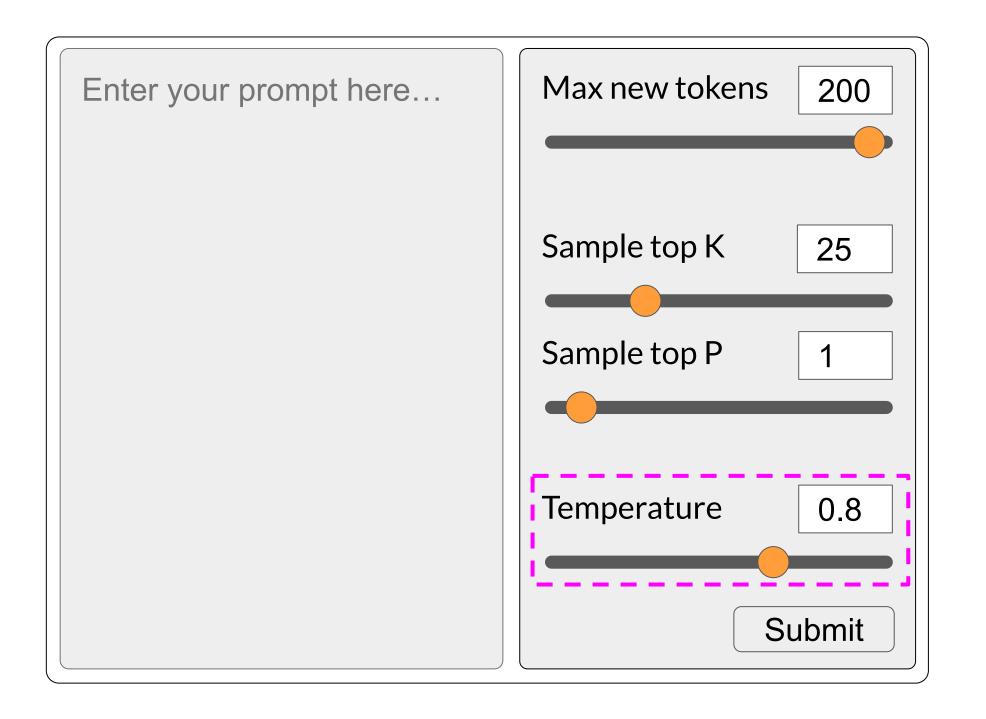


**top-p**: select an output using the random-weighted strategy with the top-ranked consecutive results by probability and with a cumulative probability  $\neq p$ .

$$p = 0.30$$



#### Generative configuration - temperature

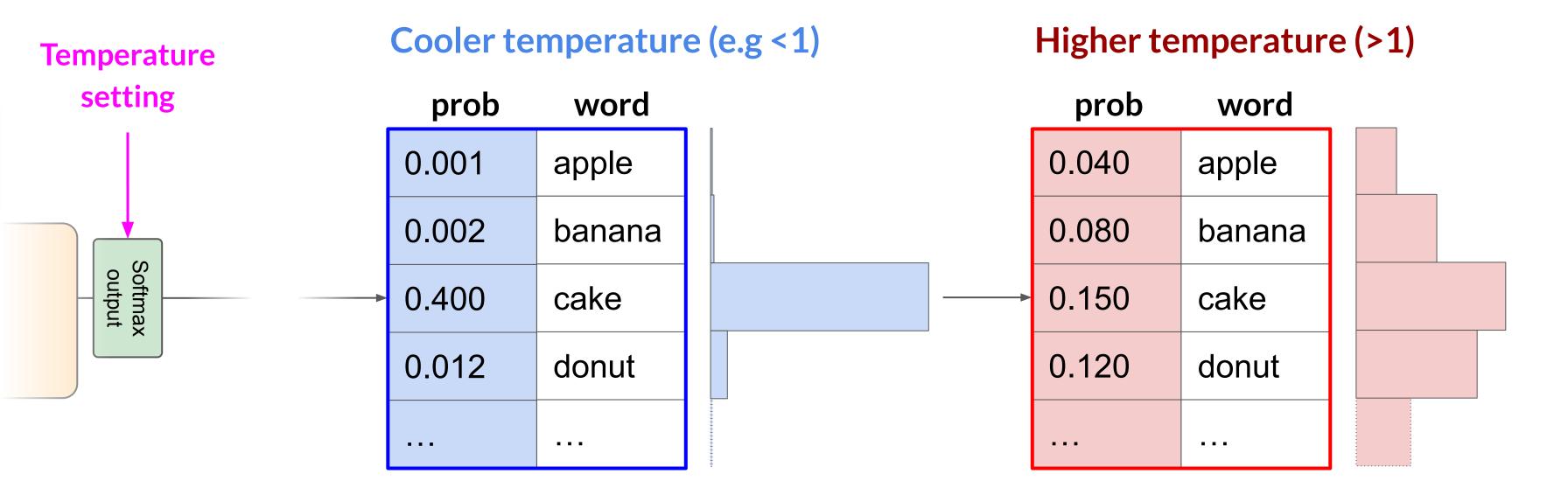


Temperature





## Generative config - temperature



Strongly peaked probability distribution

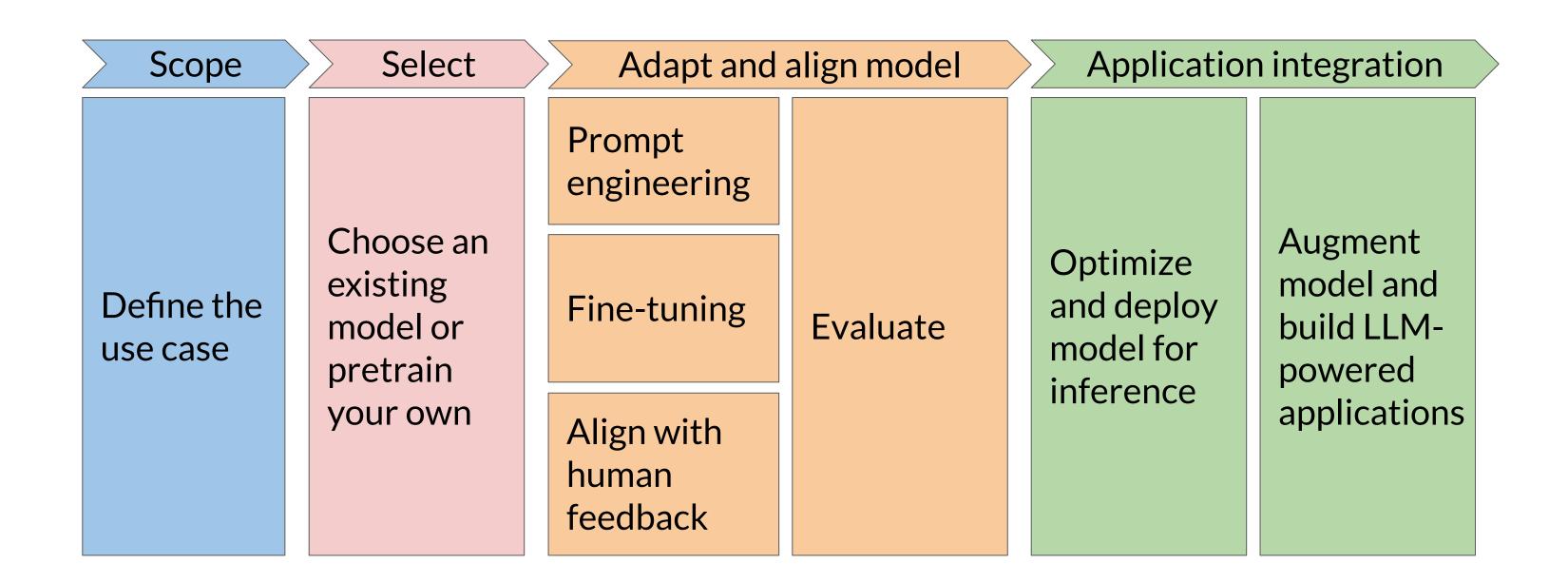
Broader, flatter probability distribution





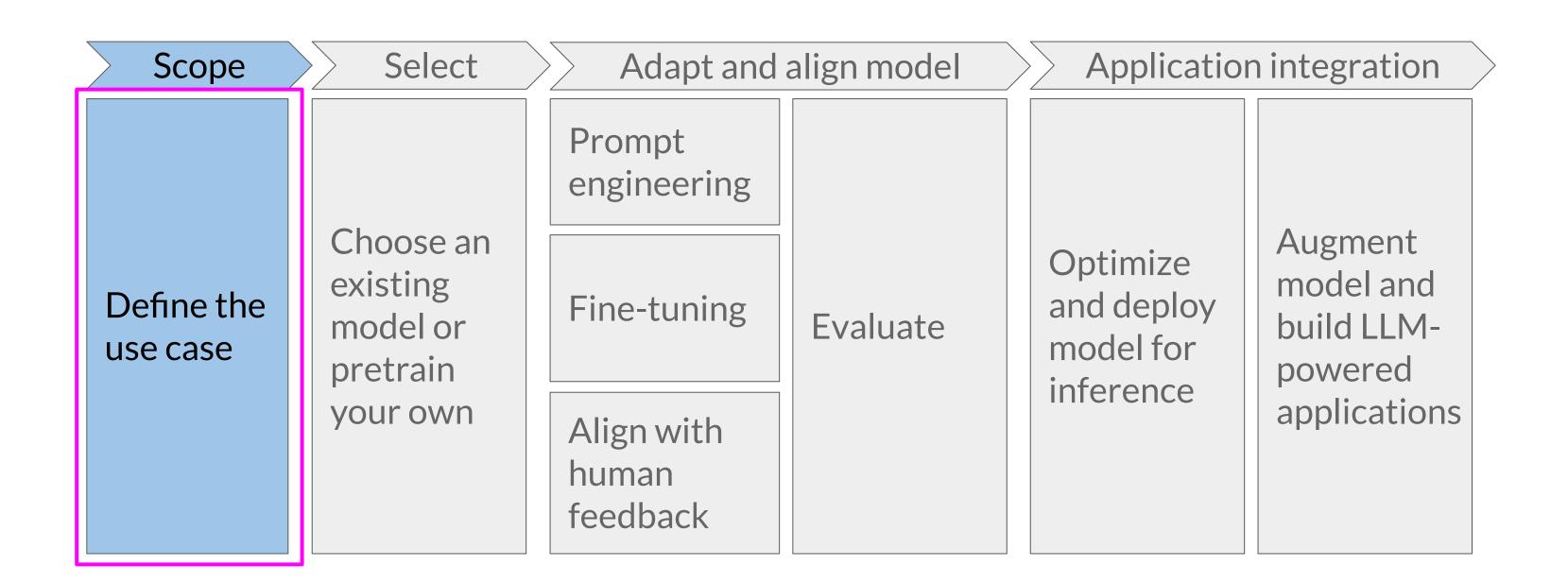








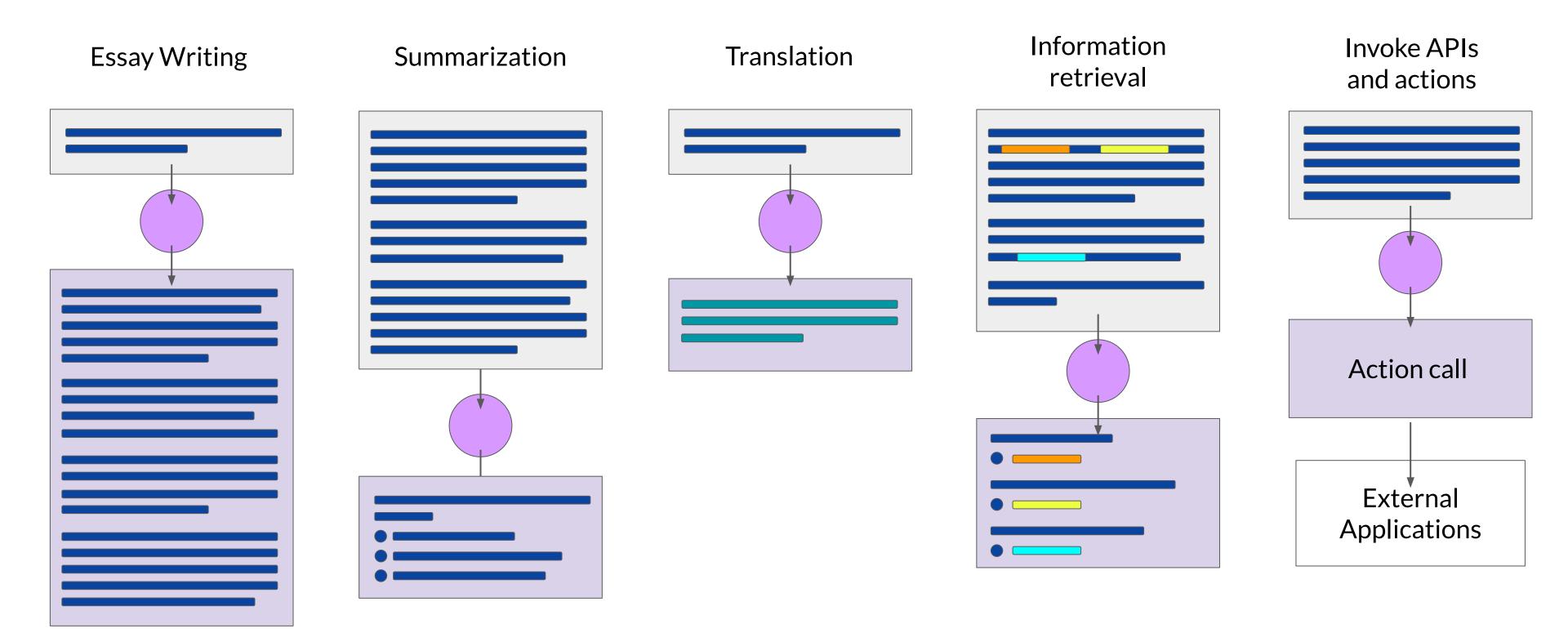






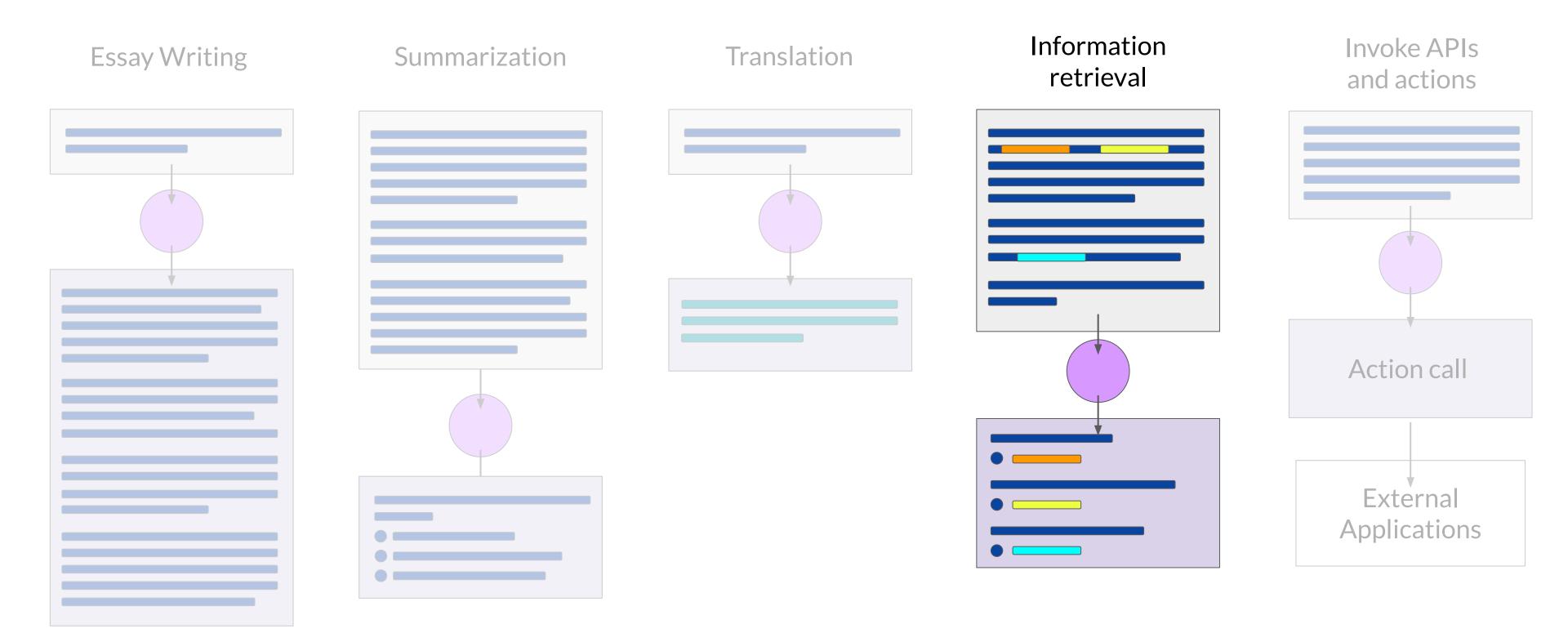


# Good at many tasks?

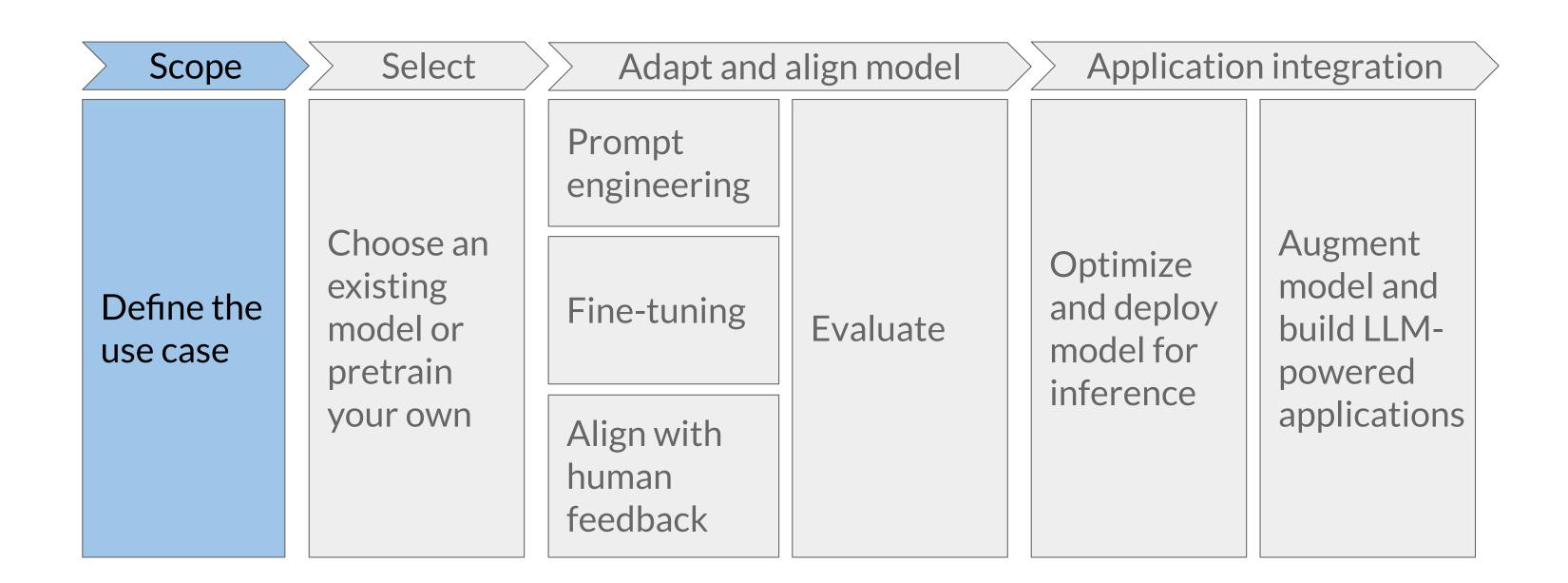




# Or good at a single task?

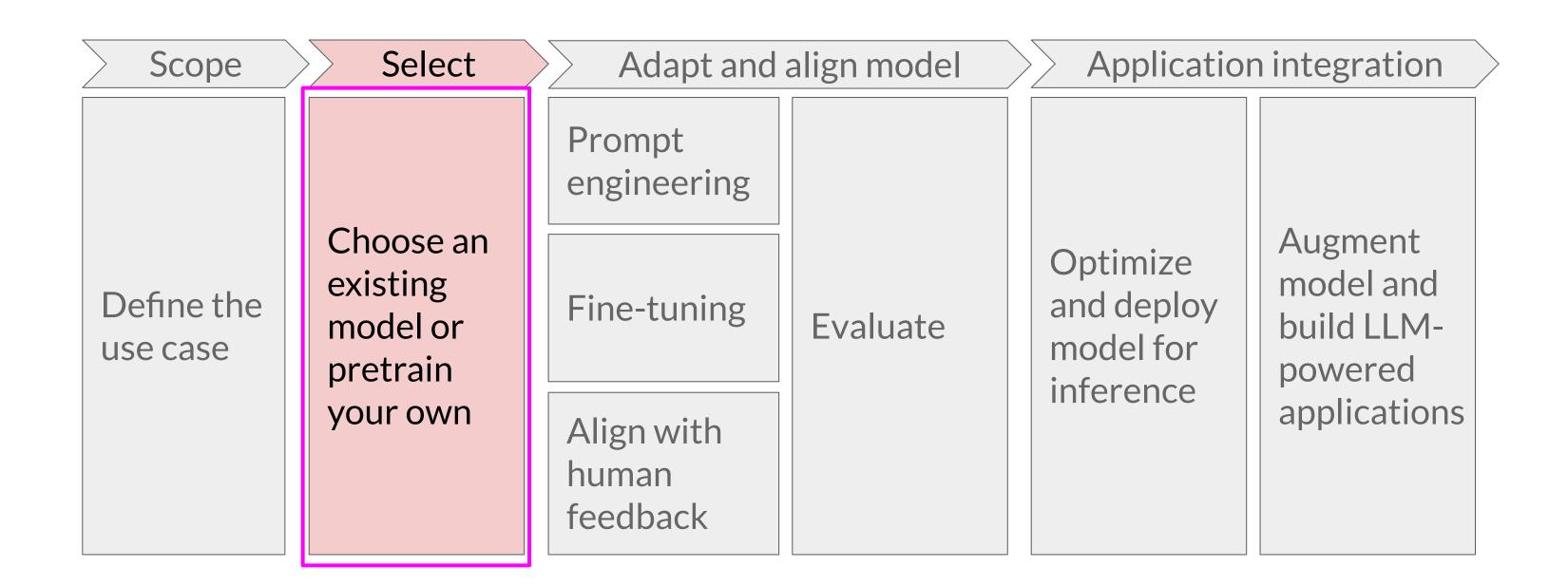






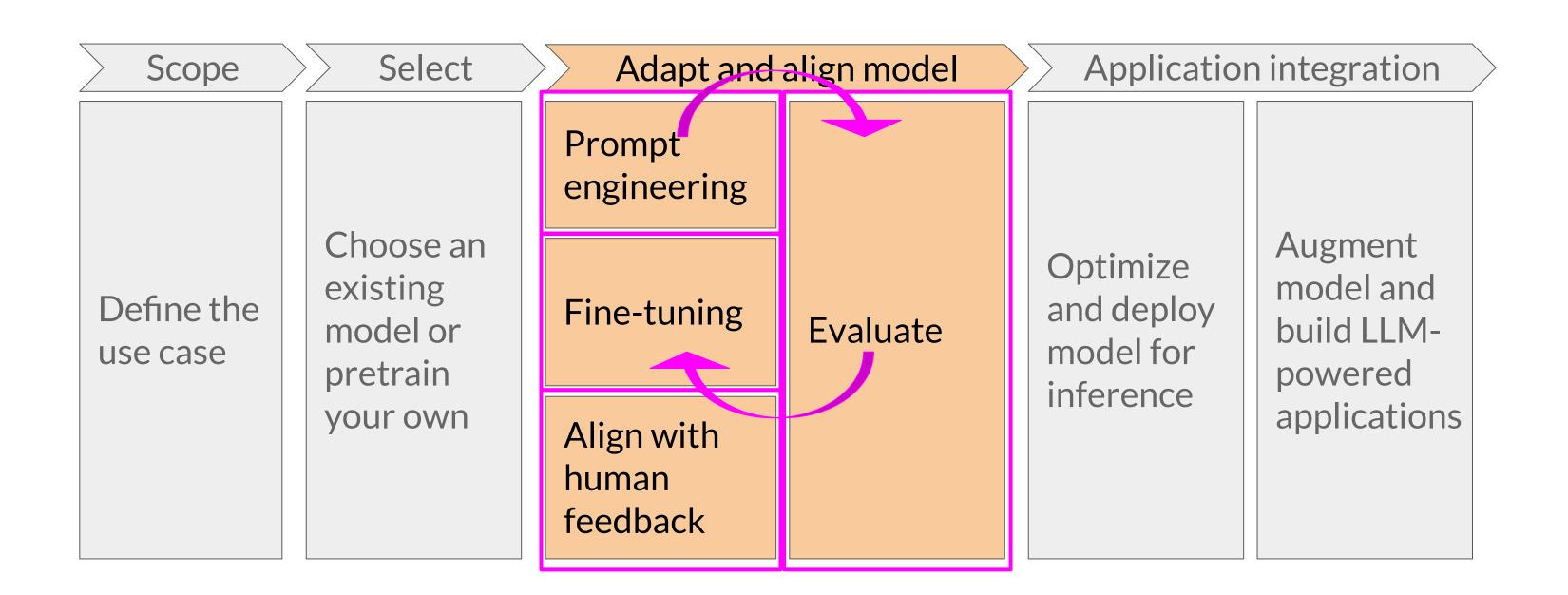






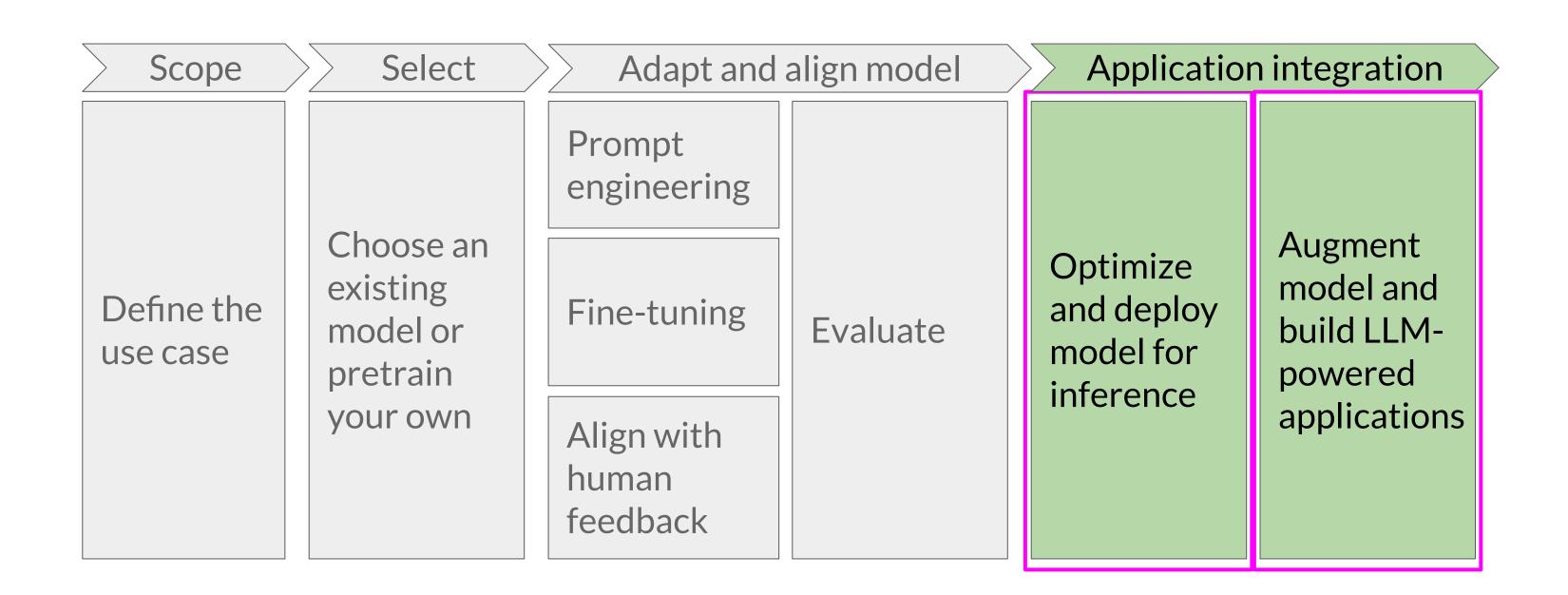








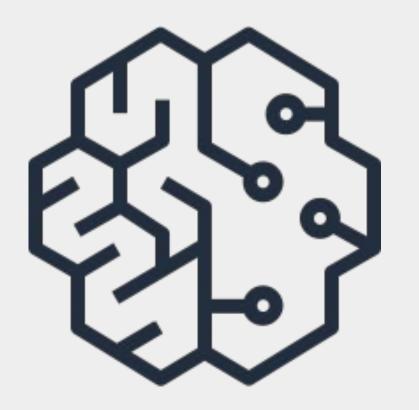






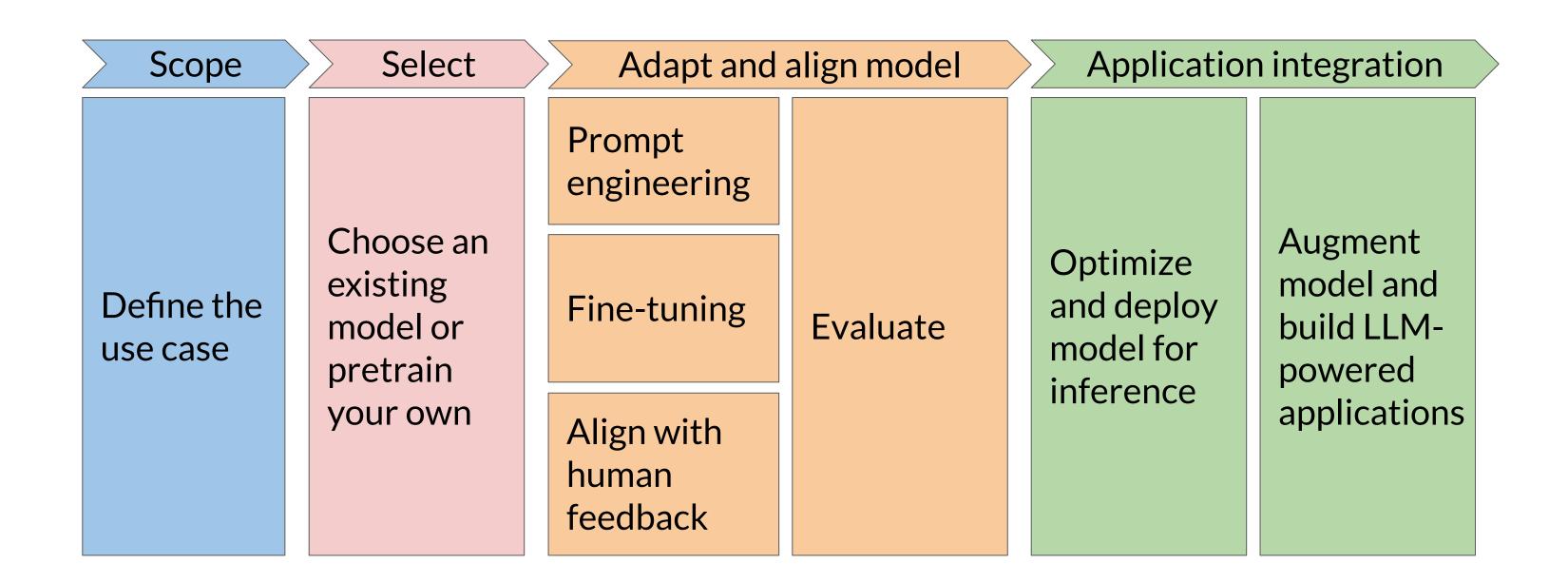


# Pre-training and scaling laws



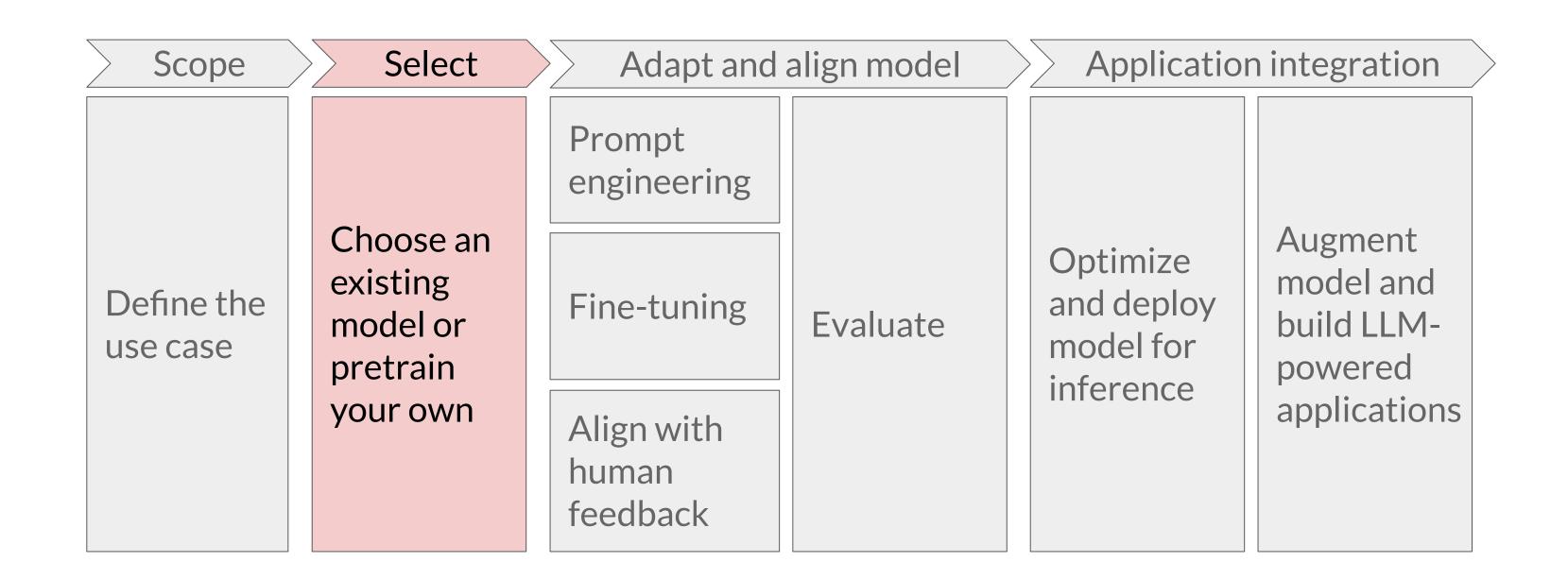












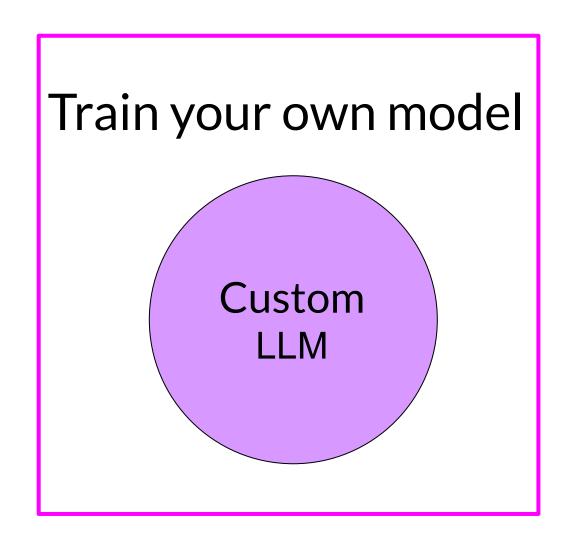




## Considerations for choosing a model

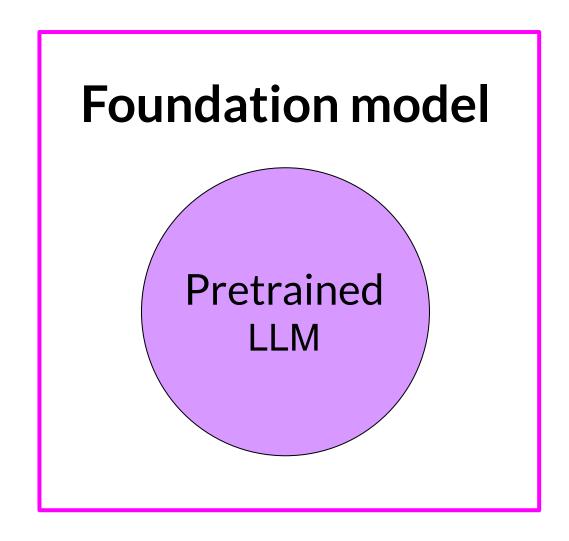
Foundation model







### Considerations for choosing a model



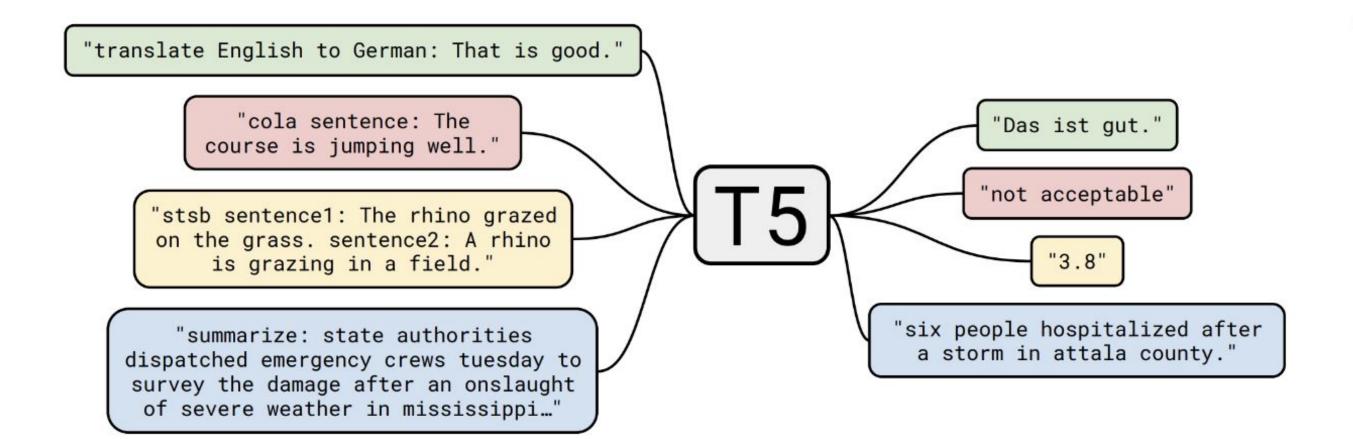
Train your own model





#### Model hubs

#### Model Card for T5 Large



#### **Table of Contents**

- 1. Model Details
- 2. <u>Uses</u>
- 3. <u>Bias, Risks, and Limitations</u>
- 4. <u>Training Details</u>
- 5. Evaluation



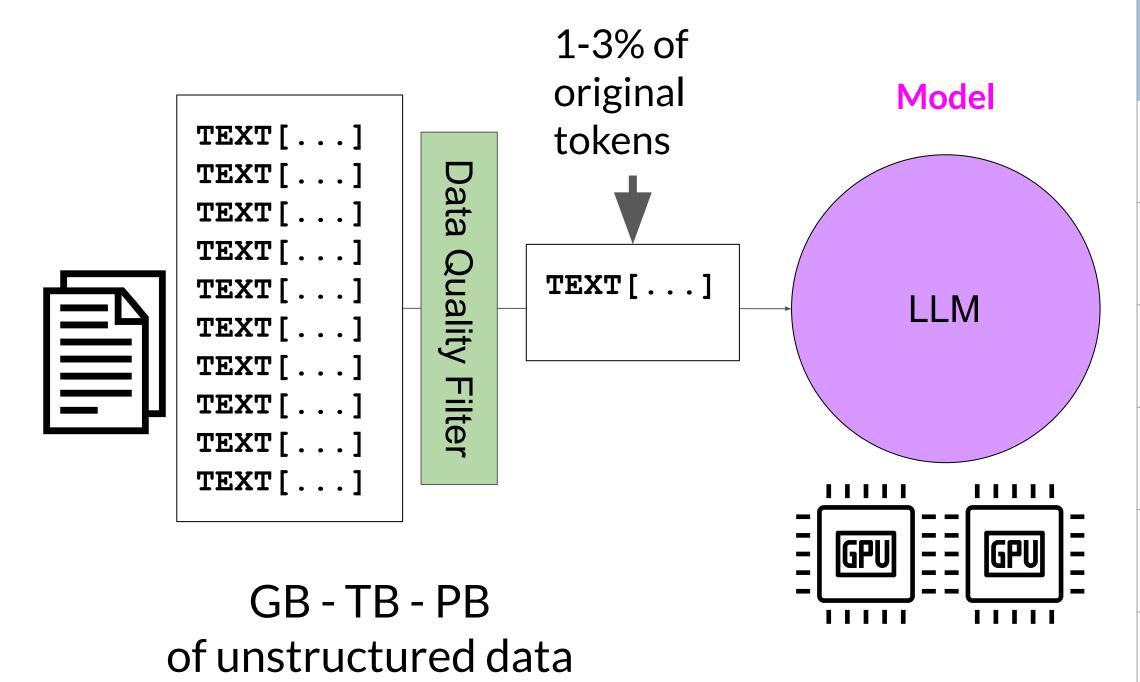


Model architectures and pre-training objectives





# LLM pre-training at a high level



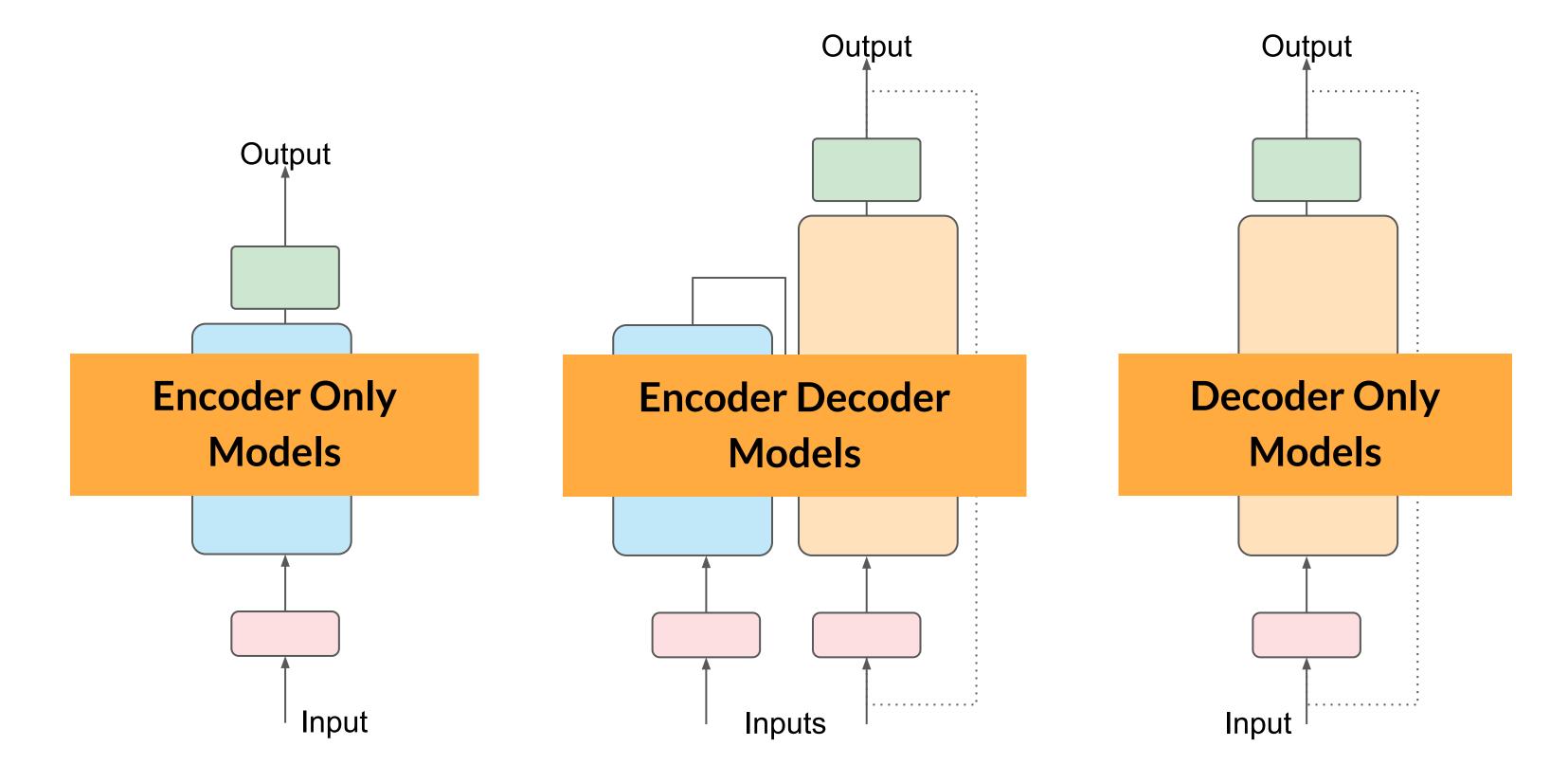
Token String	Token ID	Embedding / Vector Representation
'_The'	37	[-0.0513, -0.0584, 0.0230,]
'_teacher'	3145	[-0.0335, 0.0167, 0.0484,]
'_teaches'	11749	[-0.0151, -0.0516, 0.0309,]
'_the'	8	[-0.0498, -0.0428, 0.0275,]
'_student'	1236	[-0.0460, 0.0031, 0.0545,]
• • •	• • •	• • •

Vocabulary





#### Transformers

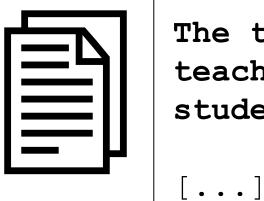






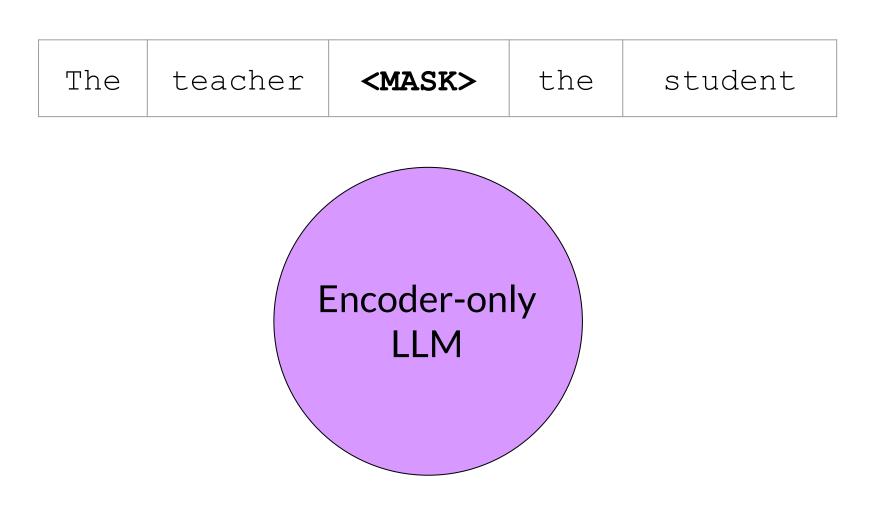
#### Autoencoding models

#### Original text



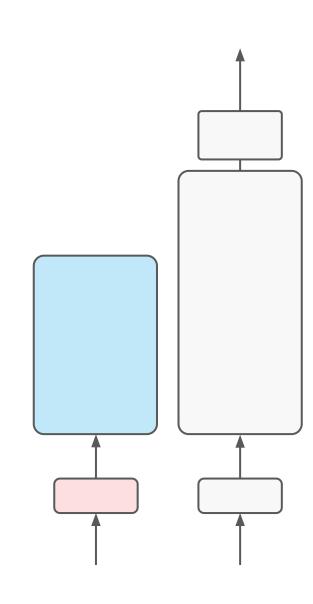
The teacher teaches the student.

#### Masked Language Modeling (MLM)



Objective: Reconstruct text ("denoising")





Bidirectional context



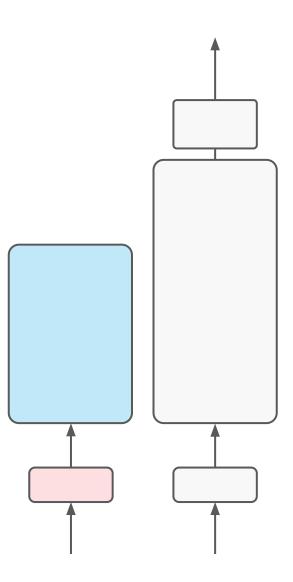
#### Autoencoding models

#### Good use cases:

- Sentiment analysis
- Named entity recognition
- Word classification

#### Example models:

- BERT
- ROBERTA





#### Autoregressive models

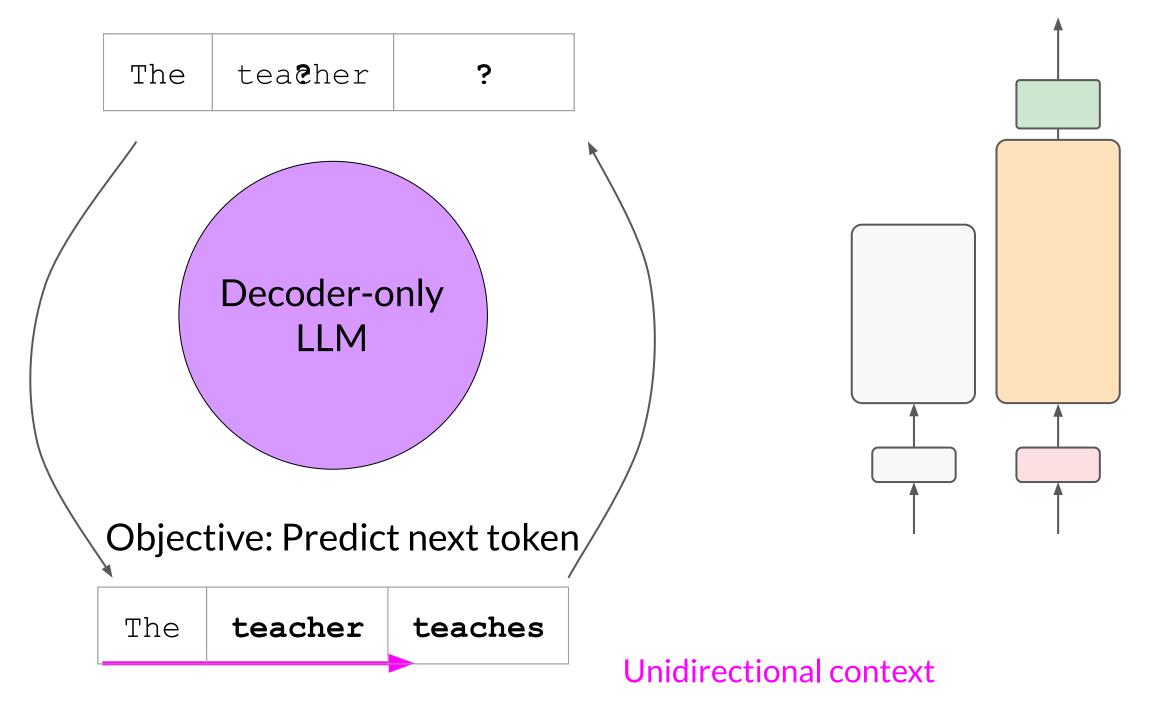
#### Original text



The teacher teaches the student.

[...]

#### Causal Language Modeling (CLM)





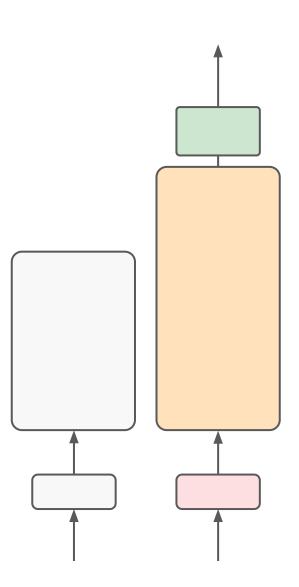
#### Autoregressive models

#### Good use cases:

- Text generation
- Other emergent behavior
  - Depends on model size

#### Example models:

- GPT
- BLOOM





### Sequence-to-sequence models

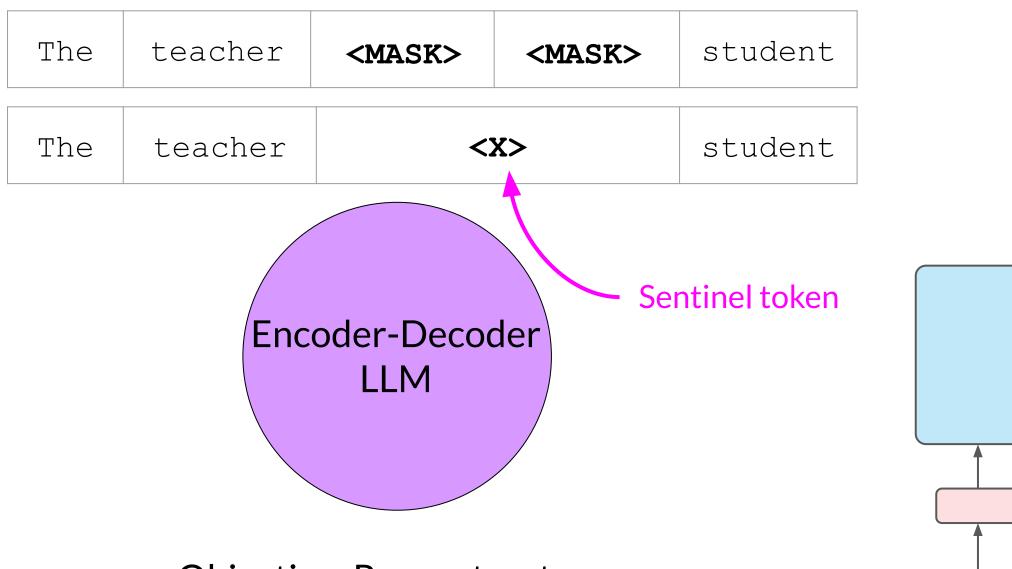
#### **Span Corruption**



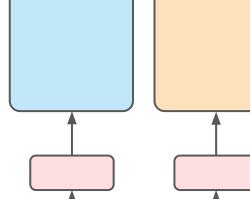


The teacher teaches the student.

[...]







Objective: Reconstruct span

teaches the <x>



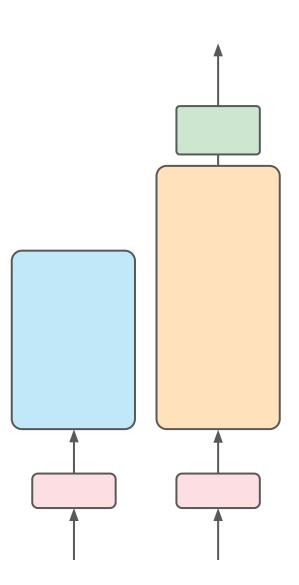
#### Sequence-to-sequence models

#### Good use cases:

- Translation
- Text summarization
- Question answering

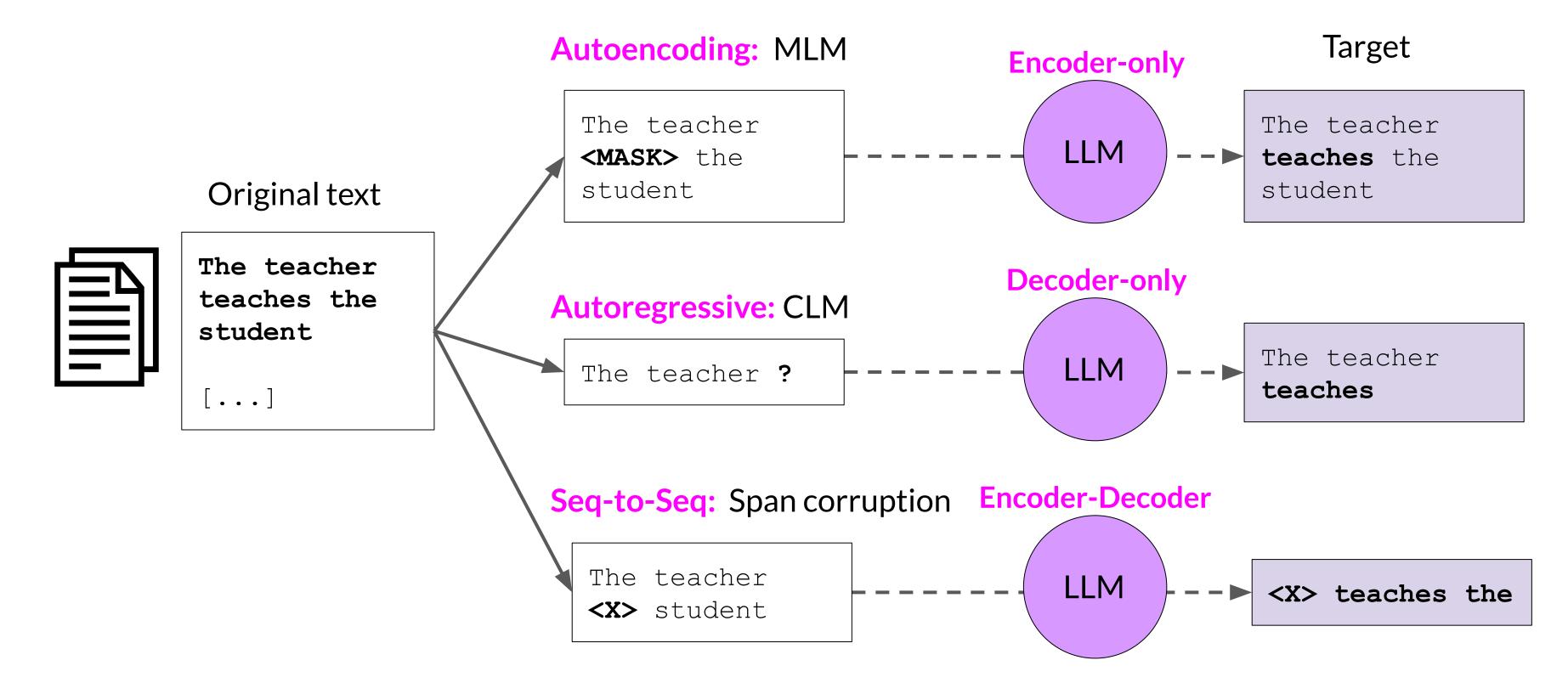
#### Example models:

- T5
- BART





## Model architectures and pre-training objectives





# The significance of scale: task ability

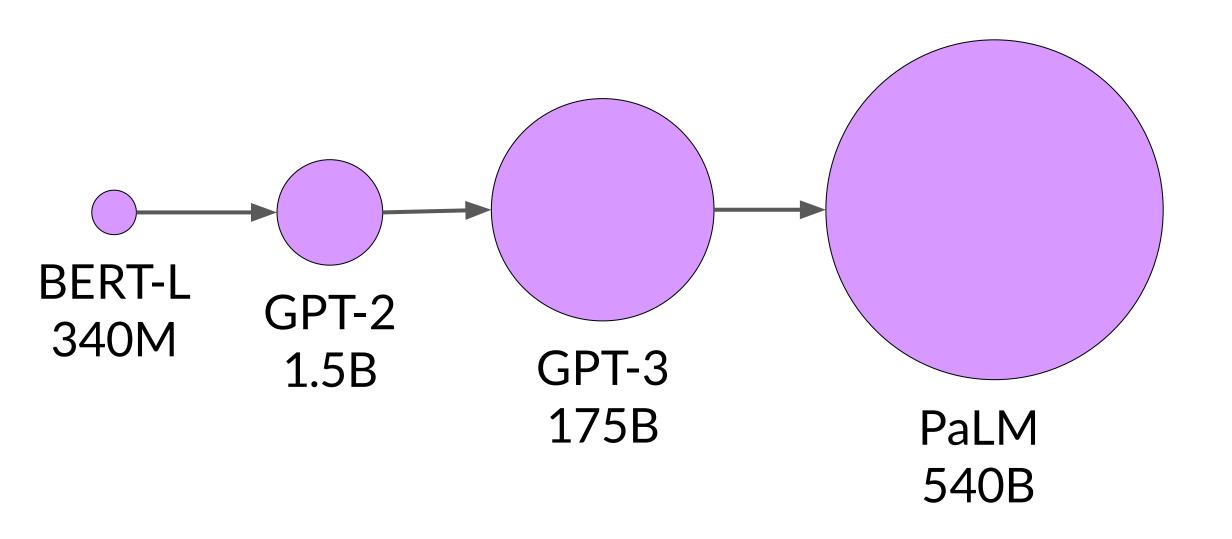


BLOOM 176B

\*Bert-base



#### Model size vs. time



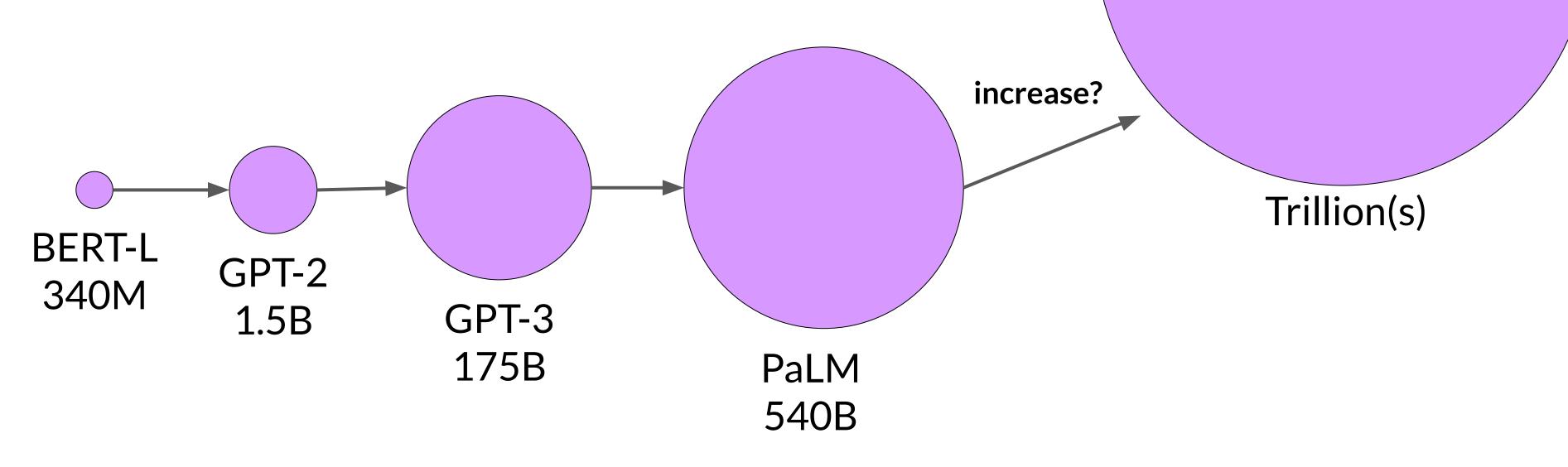
#### Growth powered by:

- Introduction of transformer
- Access to massive datasets
- More powerful compute resources

2018 2022 2023



#### Model size vs. time



2018 2022





# Computational challenges

OutOfMemoryError: CUDA out of memory.







## Approximate GPU RAM needed to store 1B parameters

1 parameter = 4 bytes (32-bit float)

1B parameters =  $4 \times 10^9$  bytes = 4GB

4GB @ 32-bit full precision

Sources: <a href="https://huggingface.co/docs/transformers/v4.20.1/en/perf">https://huggingface.co/docs/transformers/v4.20.1/en/perf</a> train gpu one#anatomy-of-models-memory, <a href="https://github.com/facebookresearch/bitsandbytes">https://github.com/facebookresearch/bitsandbytes</a>



#### Additional GPU RAM needed to train 1B parameters

	Bytes per parameter
Model Parameters (Weights)	4 bytes per parameter

~20 extra bytes per parameter

Sources: <a href="https://huggingface.co/docs/transformers/v4.20.1/en/perf">https://huggingface.co/docs/transformers/v4.20.1/en/perf</a> train gpu one#anatomy-of-models-memory, <a href="https://github.com/facebookresearch/bitsandbytes">https://github.com/facebookresearch/bitsandbytes</a>





### Approximate GPU RAM needed to train 1B-params

Memory needed to store model

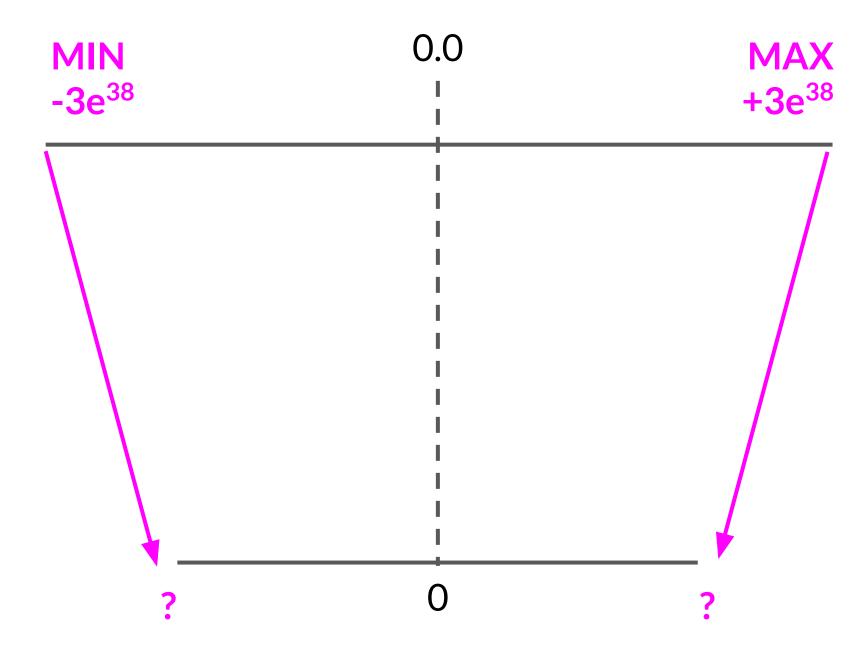
Memory needed to train model

4GB @ 32-bit full precision

24GB @ 32-bit full precision



#### Quantization



#### FP32

32-bit floating point

#### Range:

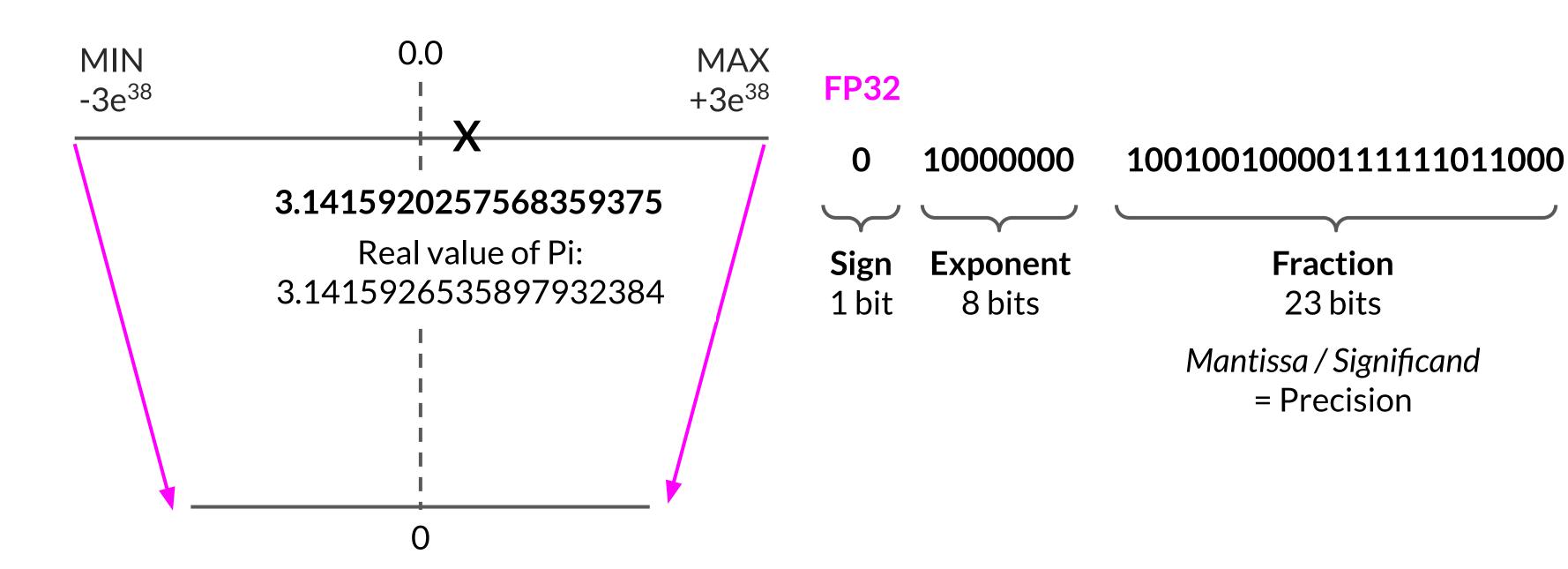
From  $-3e^{38}$  to  $+3e^{38}$ 

#### FP16 | BFLOAT16 | INT8

16-bit floating point | 8-bit integer



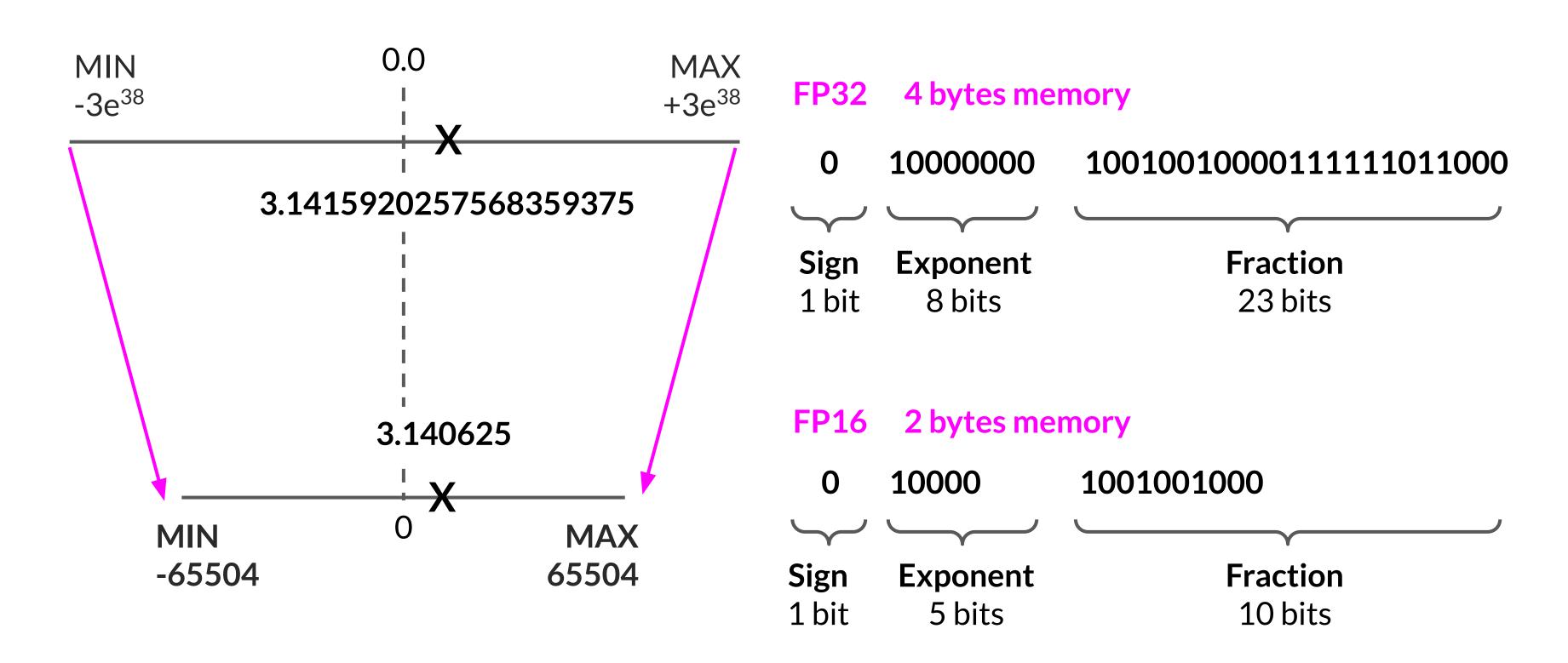
#### Quantization: FP32



Let's store Pi: 3.141592



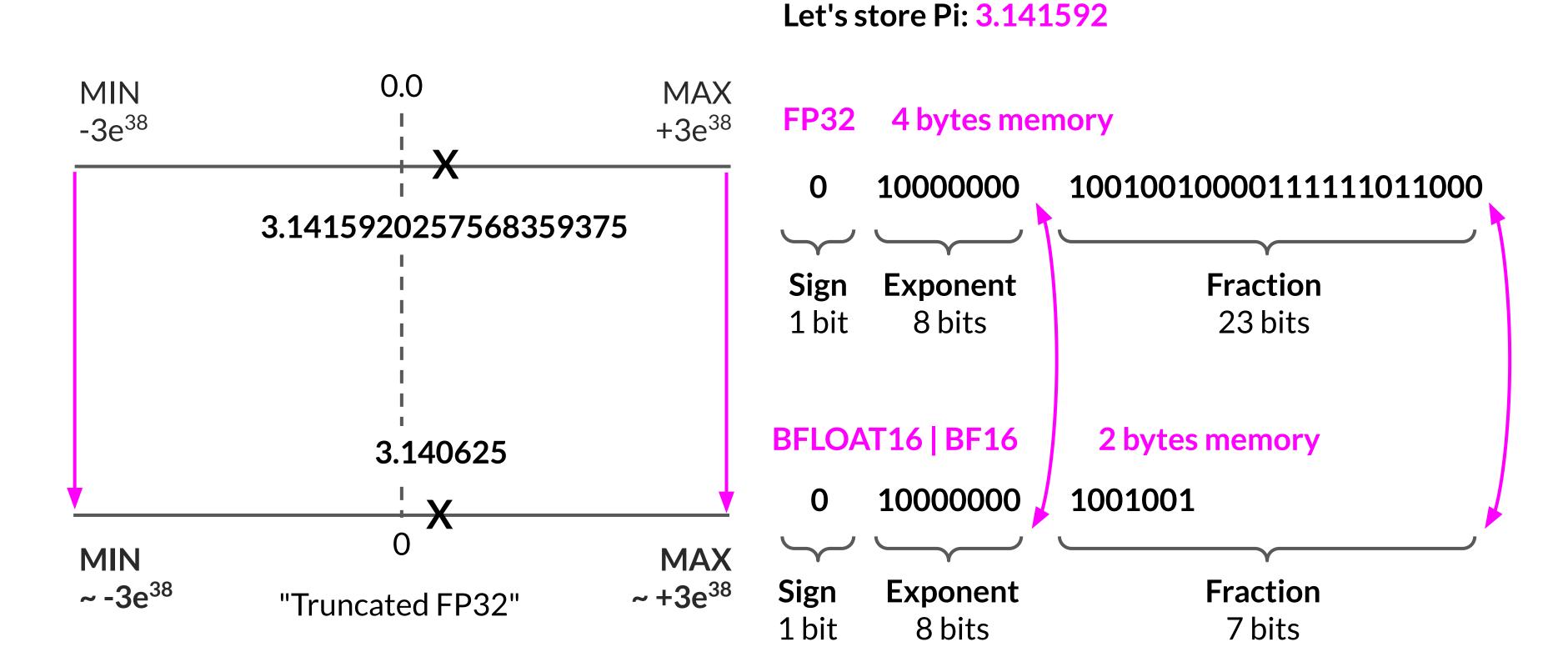
#### Quantization: FP16



Let's store Pi: 3.141592

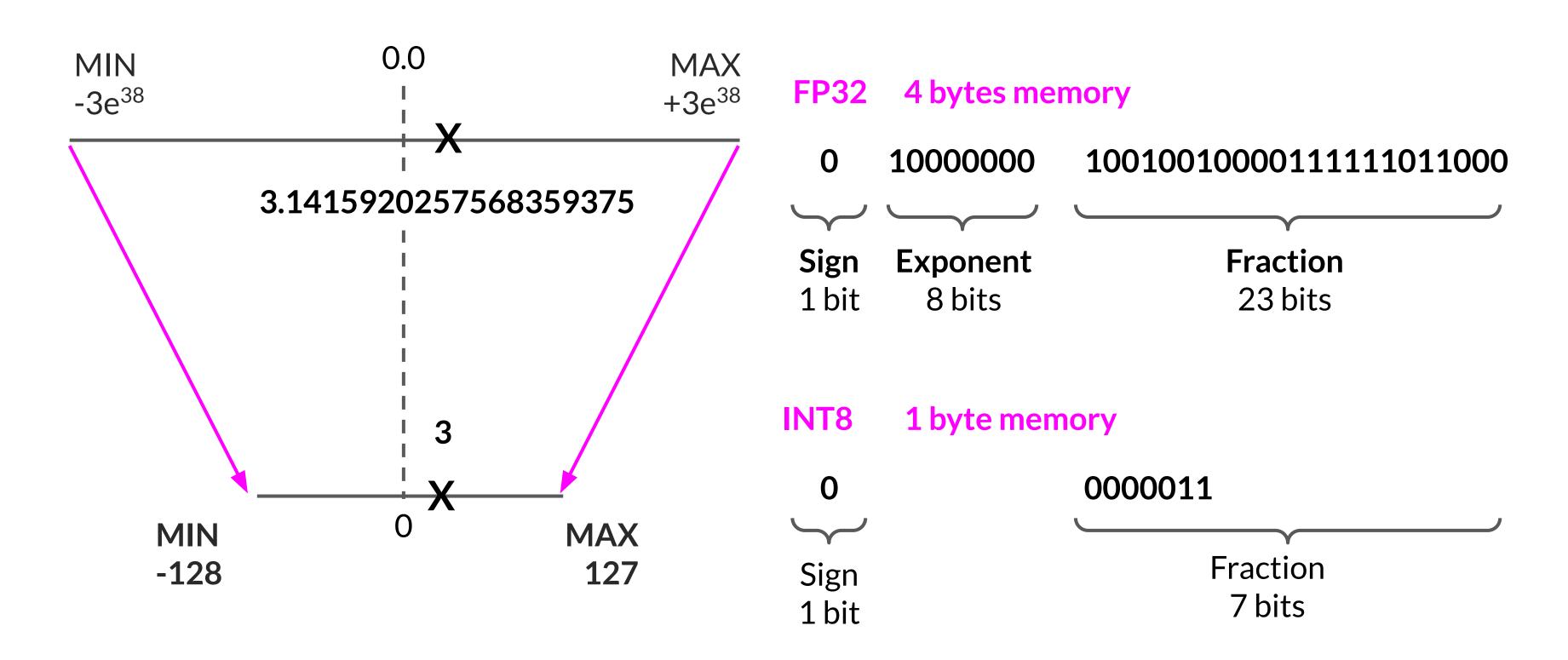


#### Quantization: BFLOAT16





#### Quantization: INT8

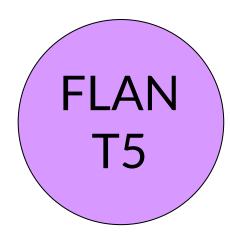


Let's store Pi: 3.141592



#### Quantization: Summary

	Bits	Exponent	Fraction	Memory needed to store one value
FP32	32	8	23	4 bytes
FP16	16	5	10	2 bytes
BFLOAT16	16	8	7	2 bytes
INT8	8	-/-	7	1 byte



- Reduce required memory to store and train models
- Projects original 32-bit floating point numbers into lower precision spaces
- Quantization-aware training (QAT) learns the quantization scaling factors during training
- BFLOAT16 is a popular choice





### Approximate GPU RAM needed to store 1B parameters

Fullprecision model

4GB @ 32-bit full precision

16-bit quantized model

2GB @ 16-bit half precision

8-bit quantized model

1GB @ 8-bit precision

Sources: <a href="https://huggingface.co/docs/transformers/v4.20.1/en/perf">https://huggingface.co/docs/transformers/v4.20.1/en/perf</a> train gpu one#anatomy-of-models-memory, <a href="https://github.com/facebookresearch/bitsandbytes">https://github.com/facebookresearch/bitsandbytes</a>



#### GPU RAM needed to train larger models

1B param model

175B param model

500B param model

4,200 GB @ 32-bit full precision

12,000 GB @ 32-bit full precision







#### GPU RAM needed to train larger models

As model sizes get larger, you will need to split your model across multiple GPUs for training

500B param model

12,000 GB @ 32-bit full precision

1B param model

175B param model

4,200 GB @ 32-bit

full precision

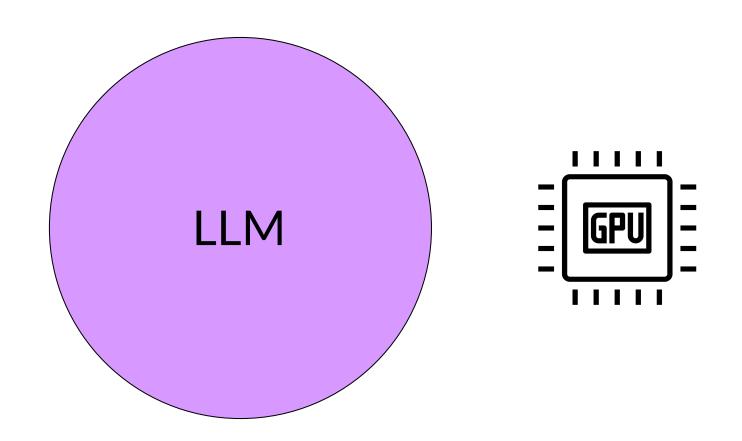


# Efficient Multi-GPU Compute Strategies

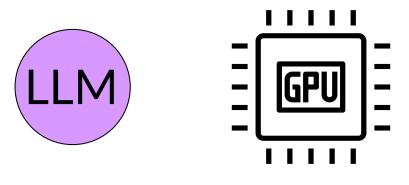




#### When to use distributed compute



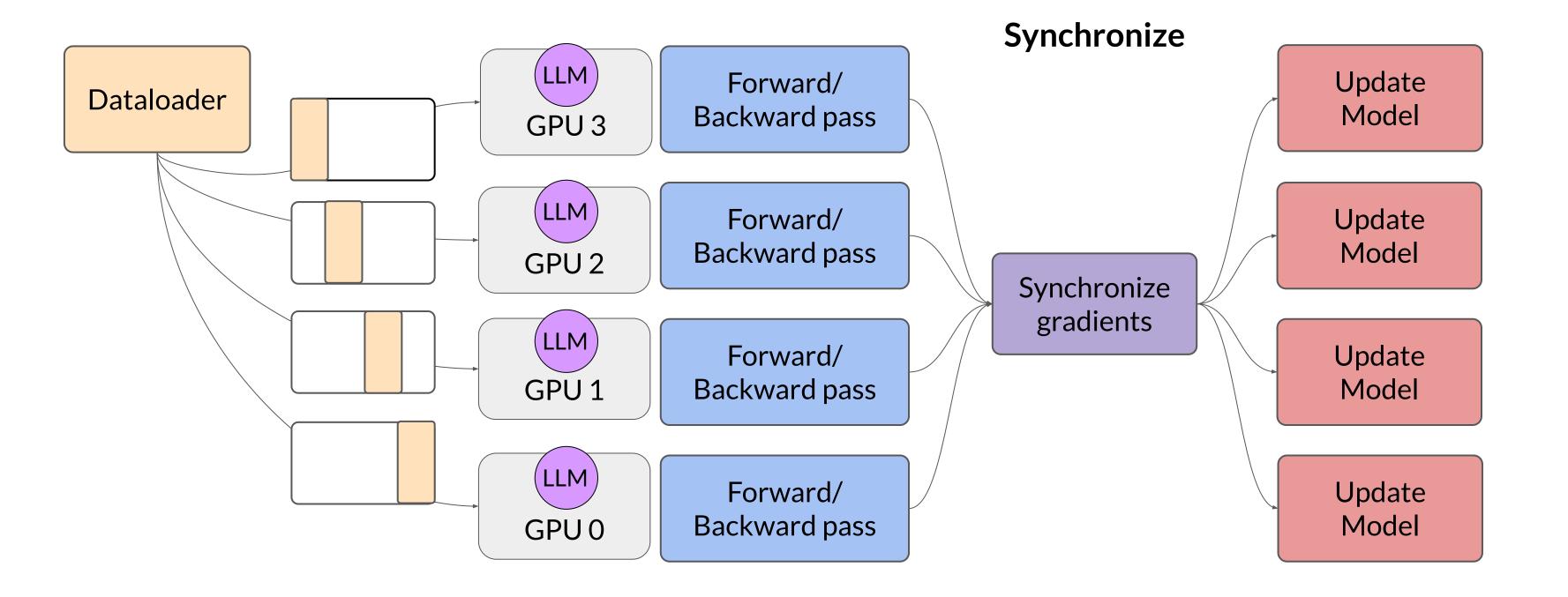




Model fits on GPU, train data in parallel



#### Distributed Data Parallel (DDP)







Motivated by the "ZeRO" paper - zero data overlap between GPUs

ZeRO: Memory Optimizations Toward Training Trillion
Parameter Models

Samyam Rajbhandari\*, Jeff Rasley, Olatunji Ruwase, Yuxiong He {samyamr, jerasley, olruwase, yuxhe}@microsoft.com

#### Sources:





## Recap: Additional GPU RAM needed for training

	Bytes per parameter
Model Parameters (Weights)	4 bytes per parameter
Adam optimizer (2 states)	+8 bytes per parameter
Gradients	+4 bytes per parameter
Activations and temp memory (variable size)	+8 bytes per parameter (high-end estimate)
TOTAL	=4 bytes per parameter +20 extra bytes per parameter

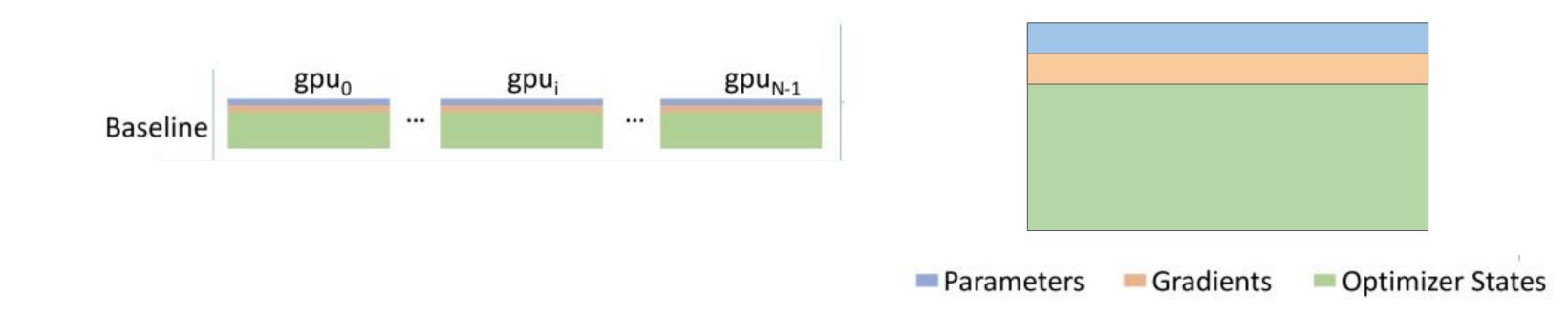
Sources: <a href="https://huggingface.co/docs/transformers/v4.20.1/en/perf">https://huggingface.co/docs/transformers/v4.20.1/en/perf</a> train gpu one#anatomy-of-models-memory, <a href="https://github.com/facebookresearch/bitsandbytes">https://github.com/facebookresearch/bitsandbytes</a>





#### Memory usage in DDP

One full copy of model and training parameters on each GPU



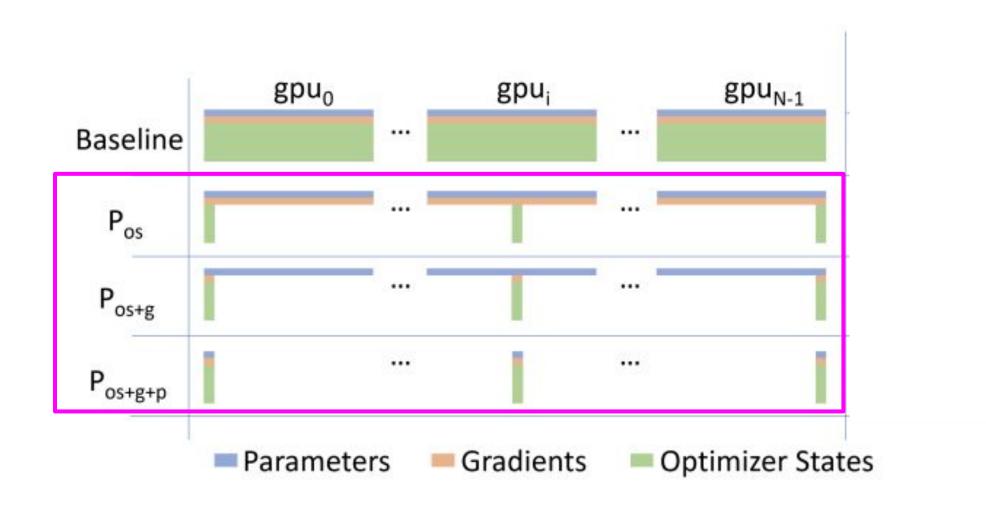
#### Sources:

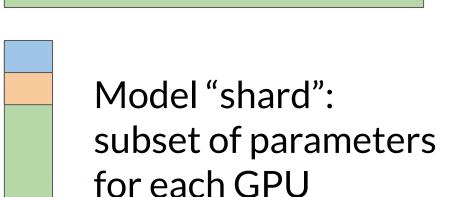




### Zero Redundancy Optimizer (ZeRO)

 Reduces memory by distributing (sharding) the model parameters, gradients, and optimizer states across GPUs





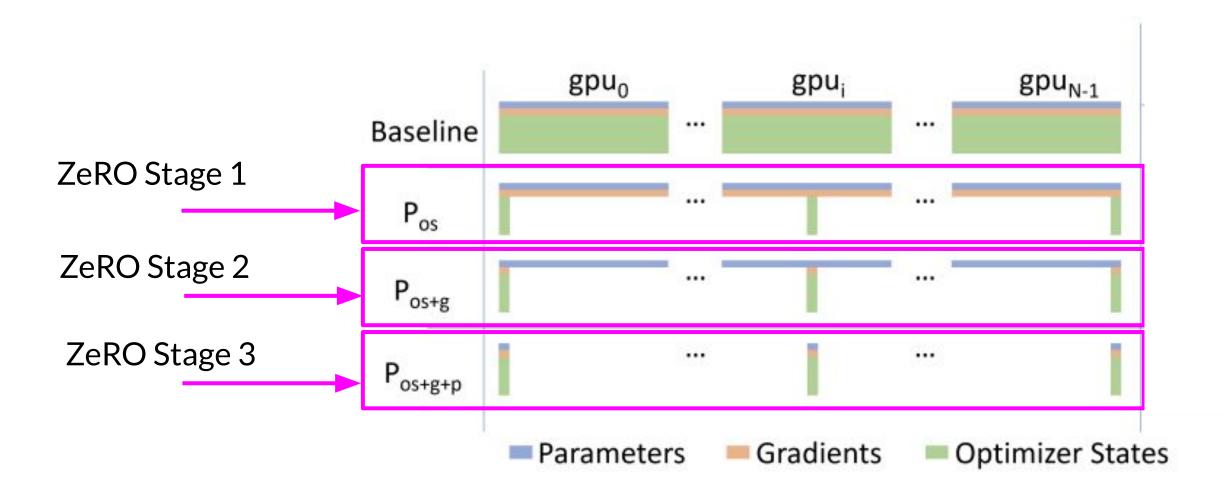
Sources:





#### Zero Redundancy Optimizer (ZeRO)

 Reduces memory by distributing (sharding) the model parameters, gradients, and optimizer states across GPUs

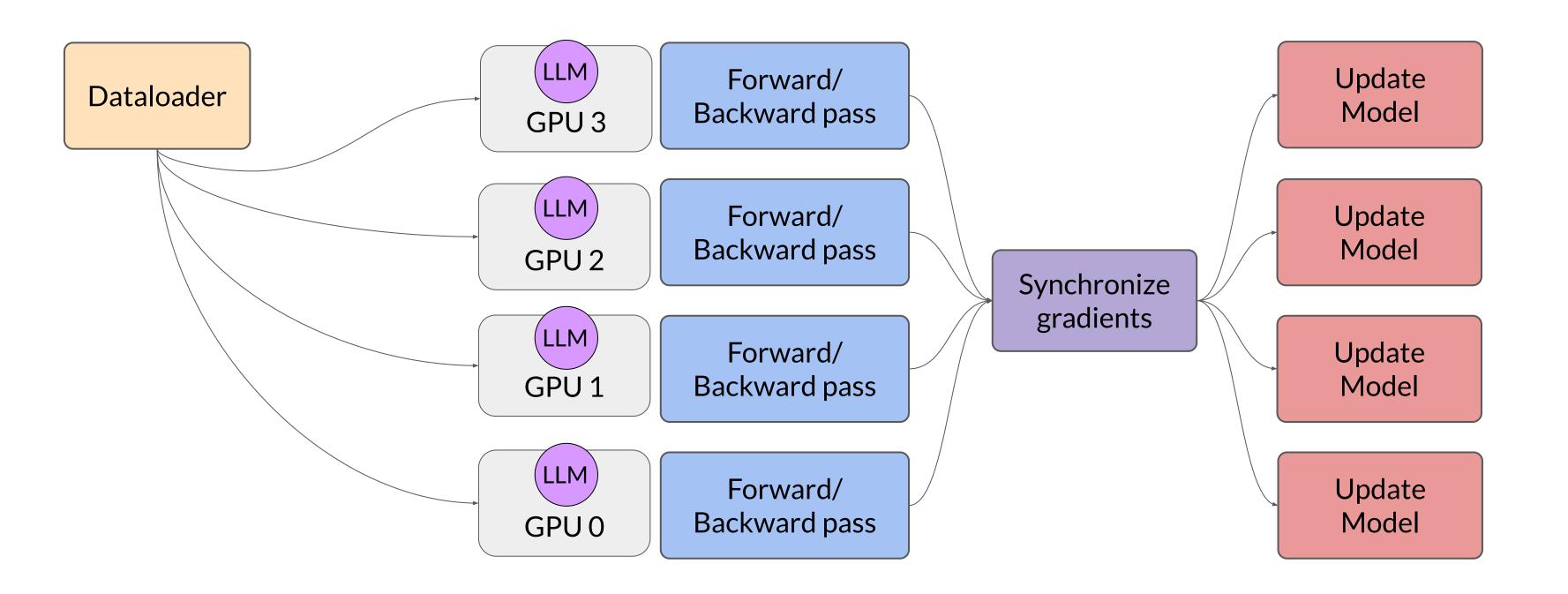


#### Sources:





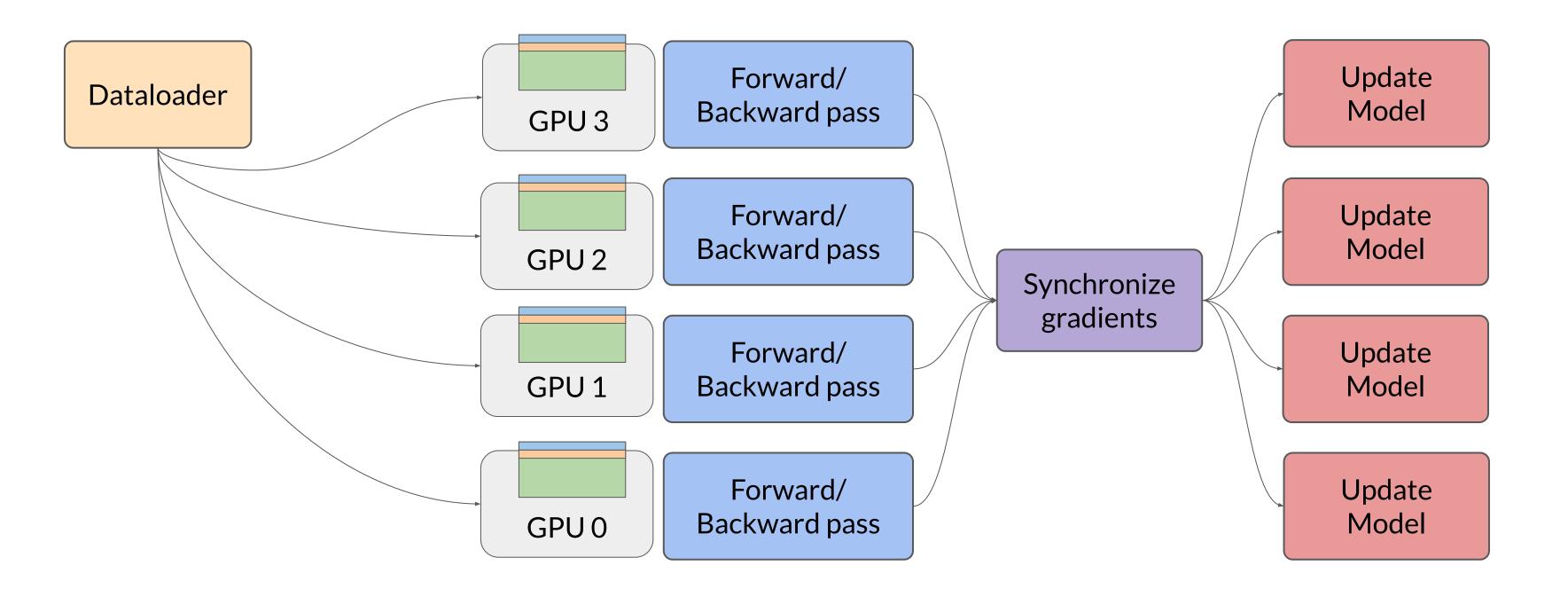
#### Distributed Data Parallel (DDP)





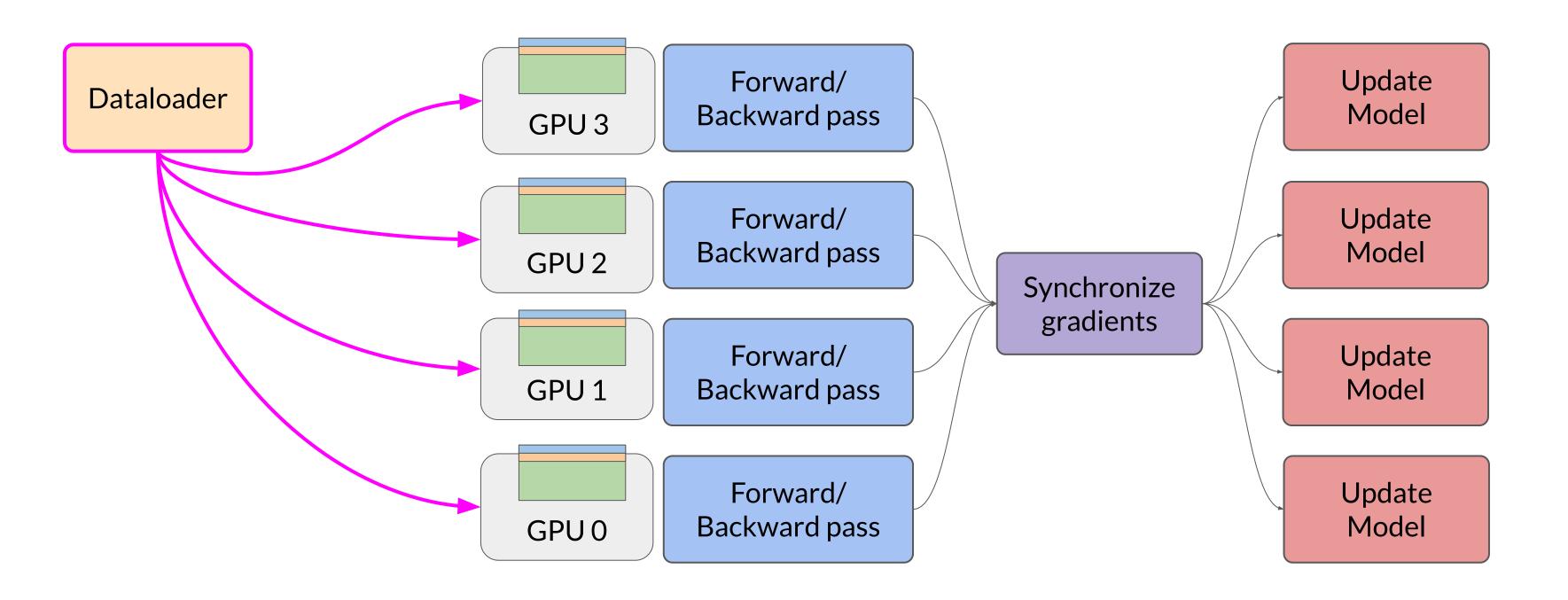


#### Distributed Data Parallel (DDP)



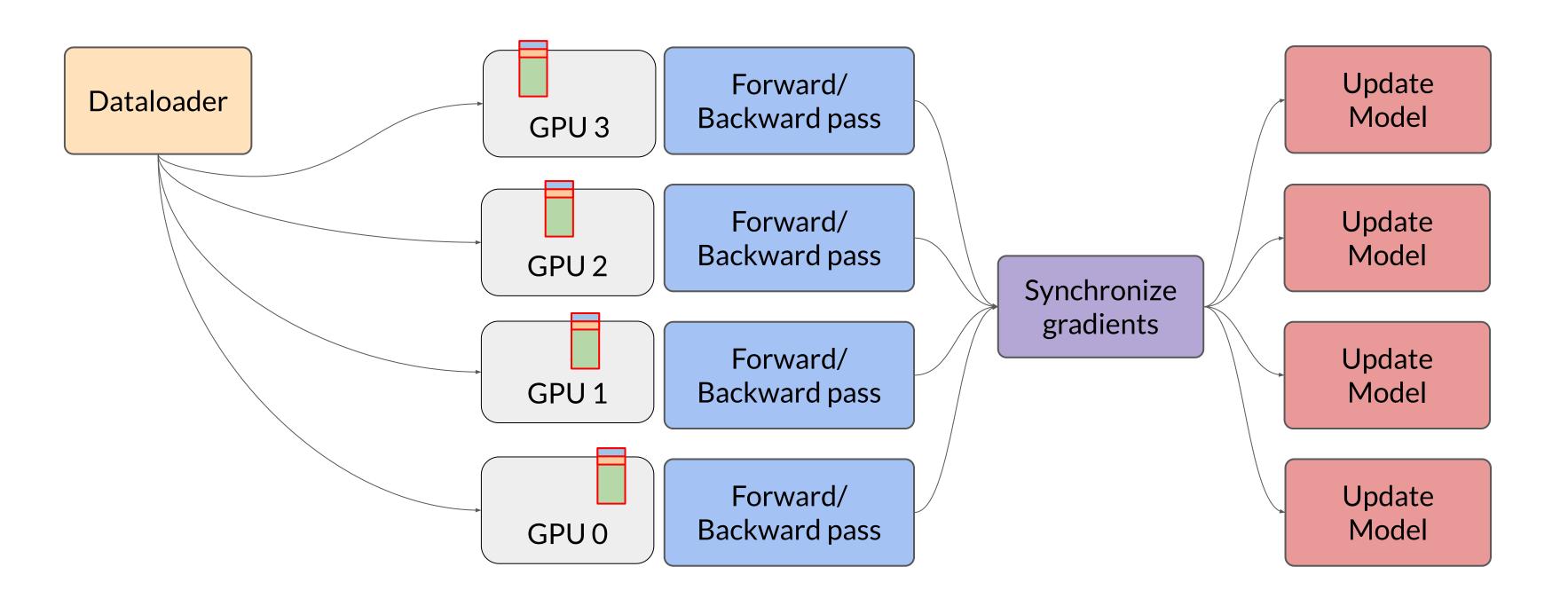






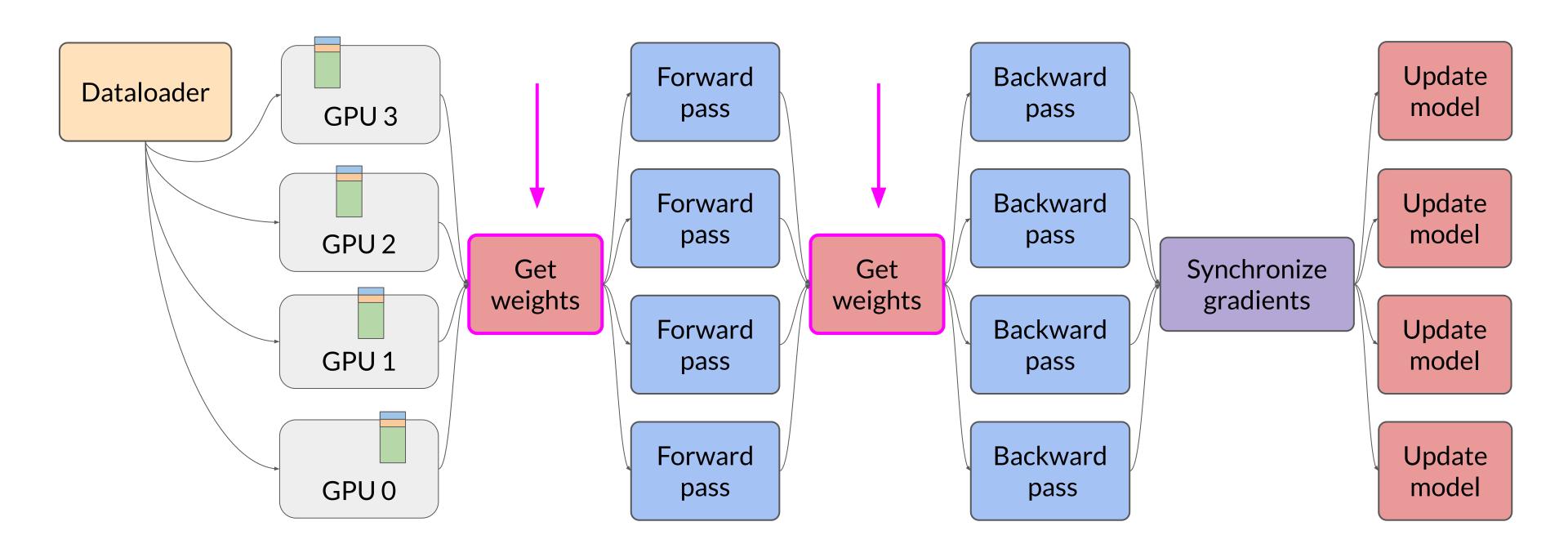




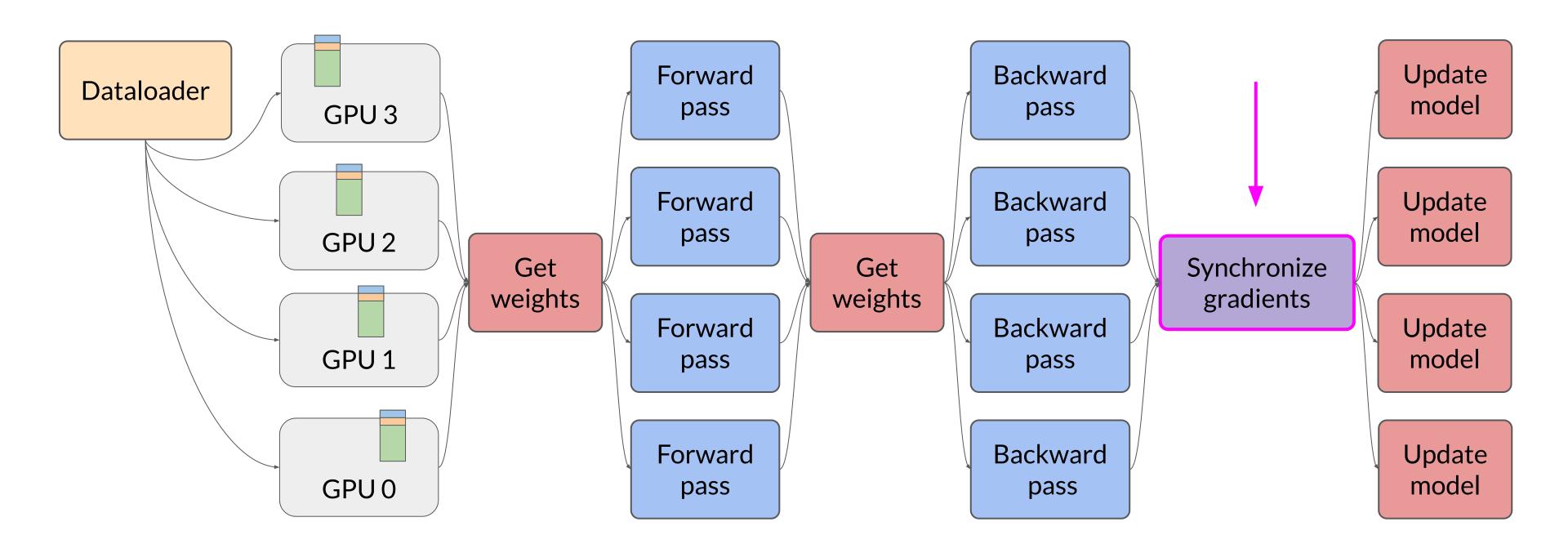




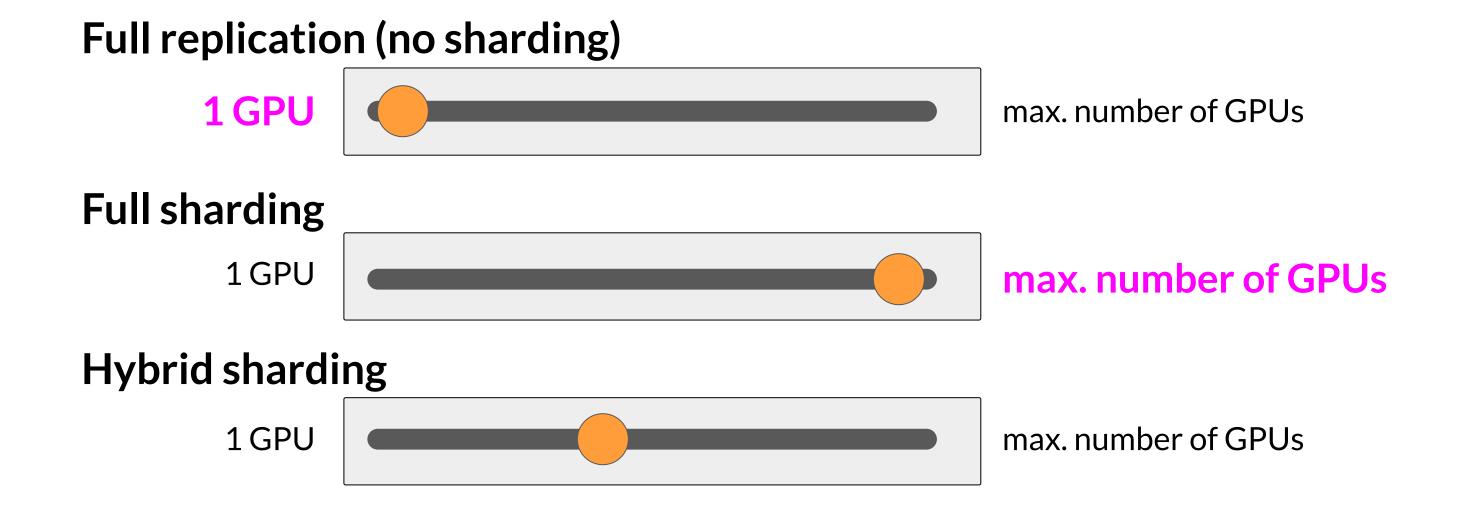






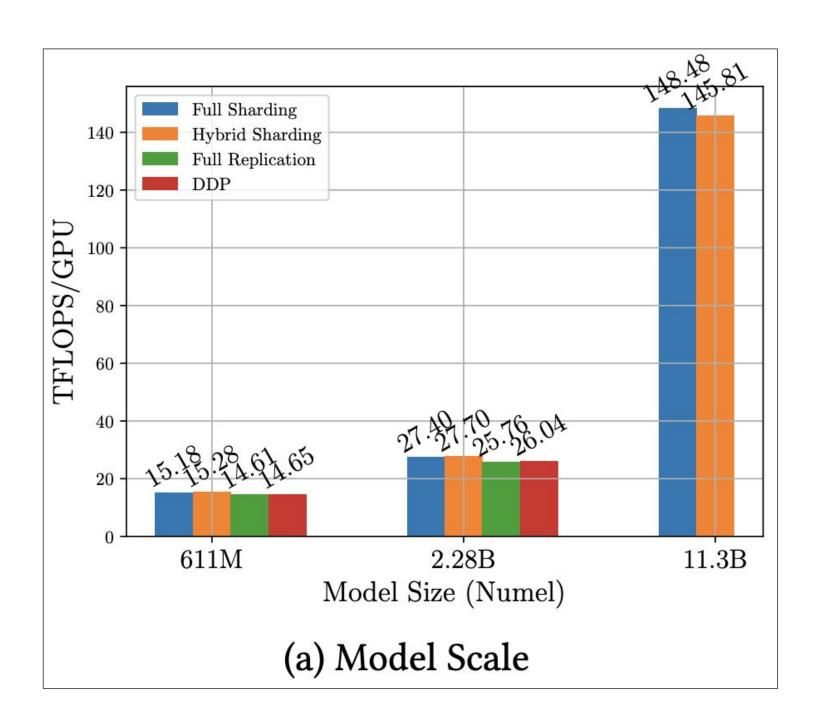


- Helps to reduce overall GPU memory utilization
- Supports offloading to CPU if needed
- Configure level of sharding via sharding factor

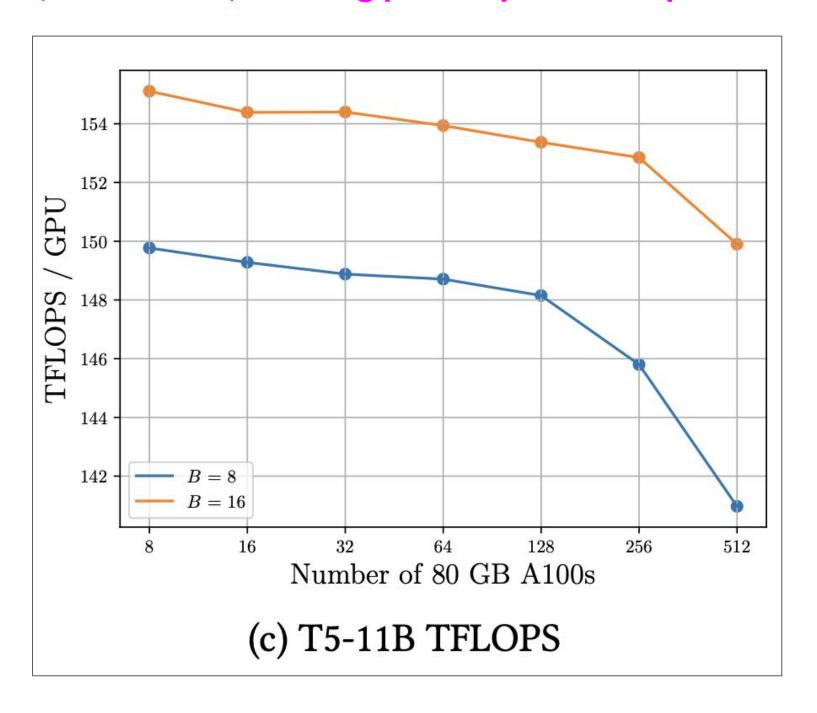




#### Impact of using FSDP



Note: 1 teraFLOP/s = 1,000,000,000,000 (one trillion) floating point operations per second



Zhao et al. 2023: "PyTorch FSDP: Experiences on Scaling Fully Sharded Data Parallel"





# Scaling laws and compute-optimal models





### Scaling choices for pre-training

Goal: maximize model performance

**CONSTRAINT:** 

Compute budget (GPUs, training time, cost)

Model
performance
(minimize loss)

SCALING CHOICE:

Dataset size

(number of tokens)

**SCALING CHOICE:** 

Model size (number of parameters)



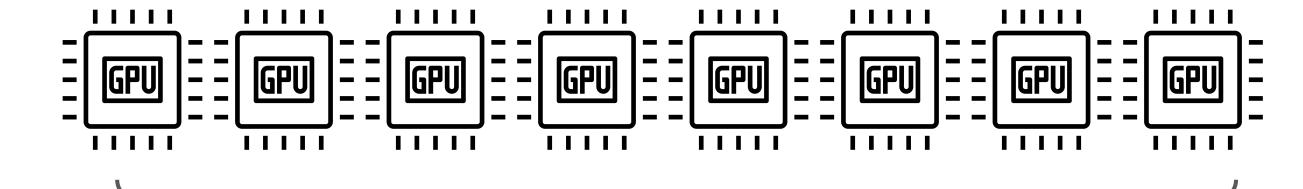




#### Compute budget for training LLMs

1"petaflop/s-day" =
# floating point operations performed at rate of 1 petaFLOP per second for one day

**NVIDIA V100s** 



Note: 1 petaFLOP/s = 1,000,000,000,000,000 (one quadrillion) floating point operations per second

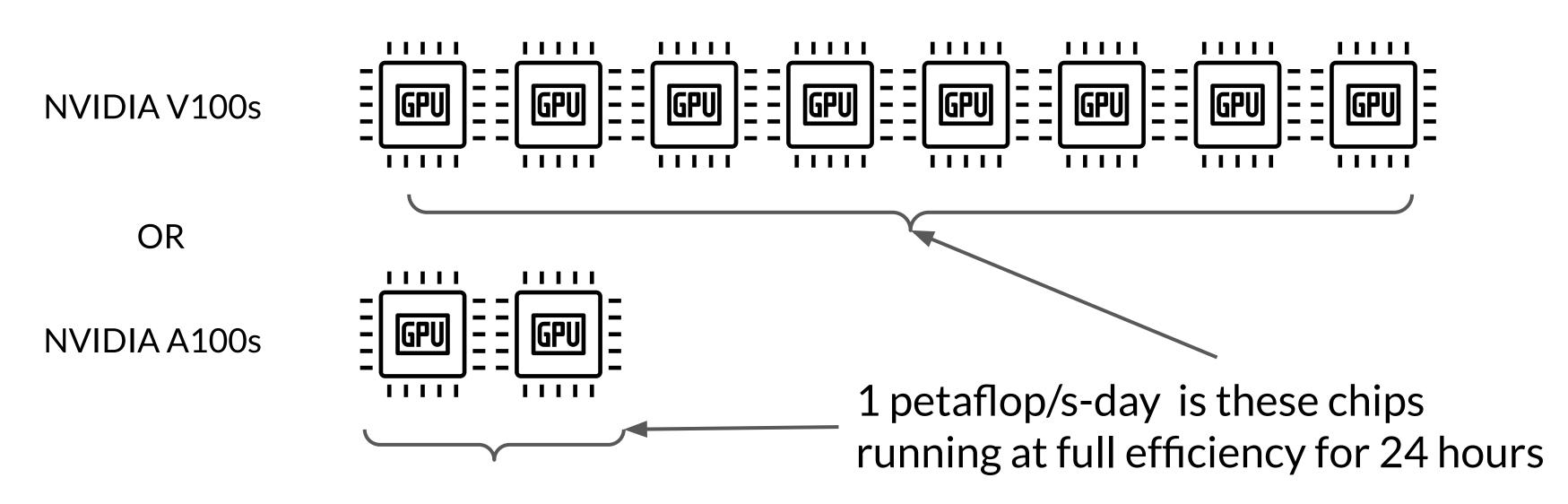
1 petaflop/s-day is these chips running at full efficiency for 24 hours





#### Compute budget for training LLMs

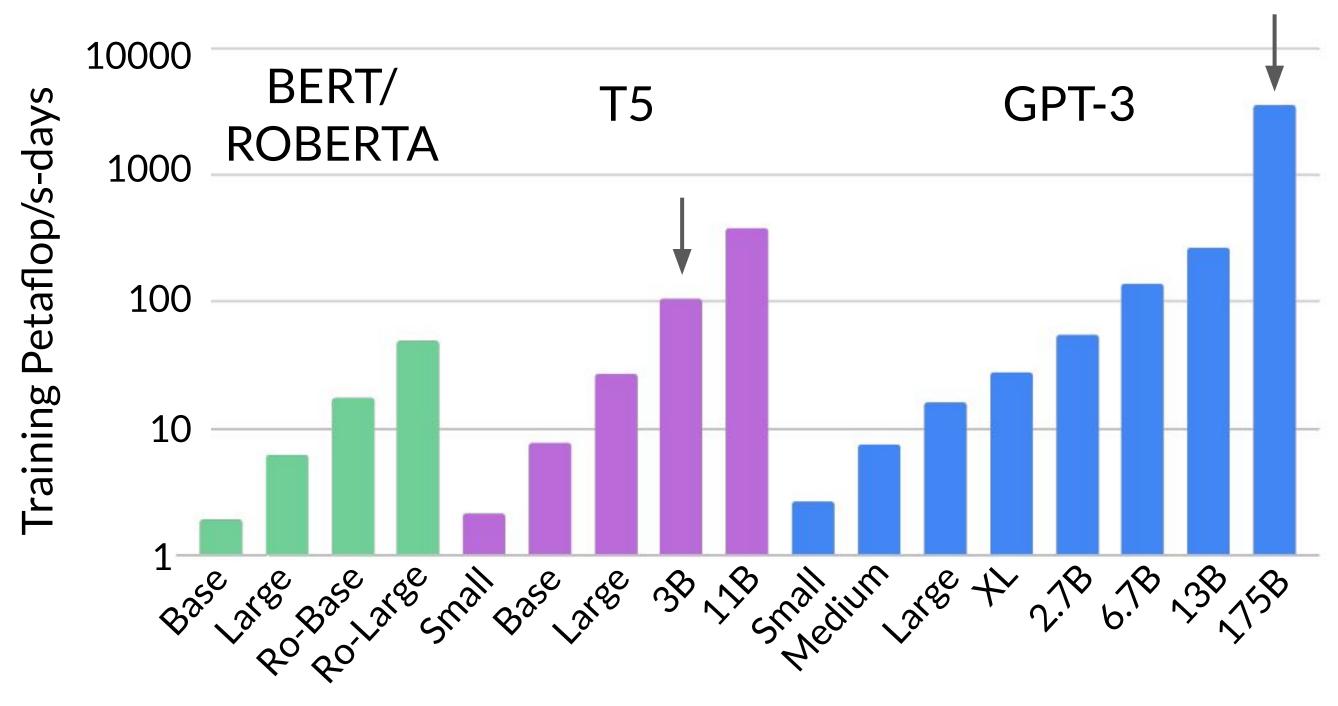
1 "petaflop/s-day" = # floating point operations performed at rate of 1 petaFLOP per second for one day







#### Number of petaflop/s-days to pre-train various LLMs

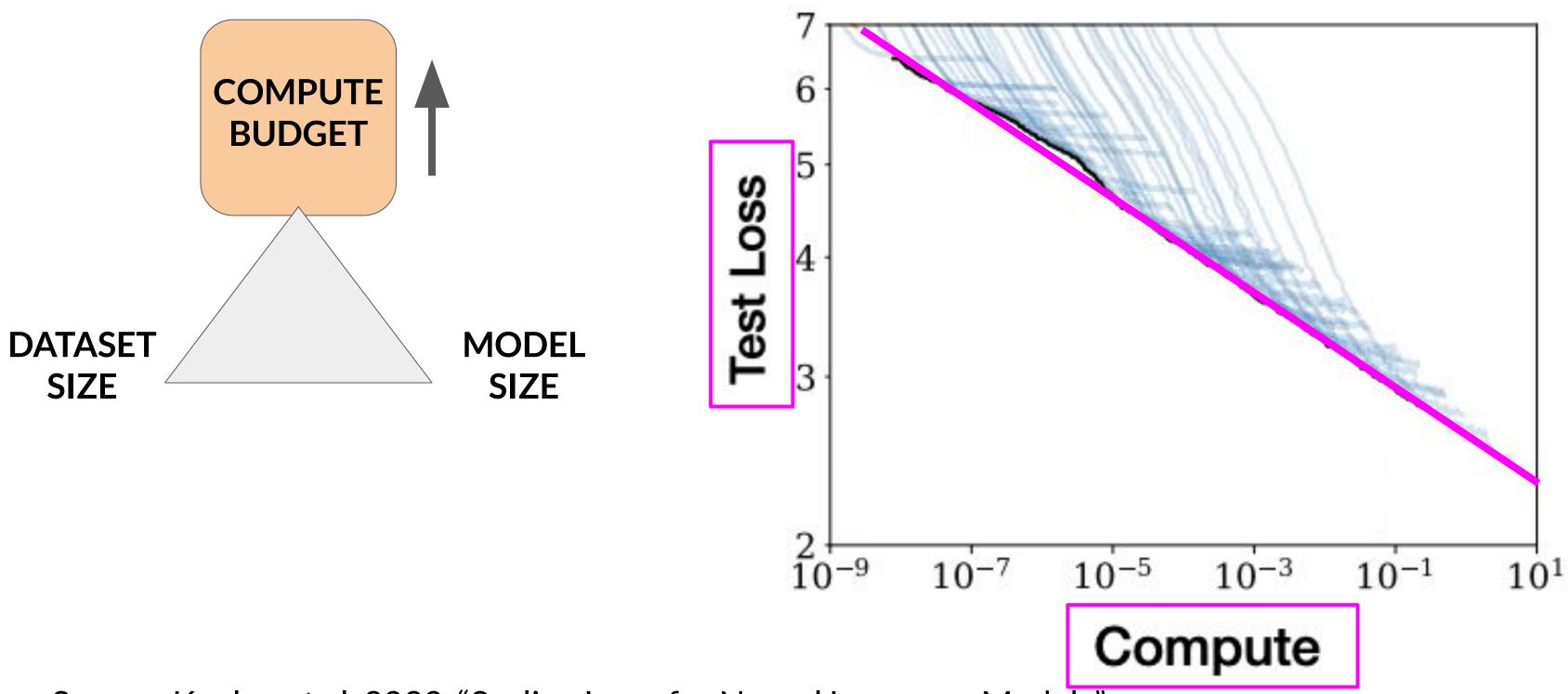


Source: Brown et al. 2020, "Language Models are Few-Shot Learners"





#### Compute budget vs. model performance



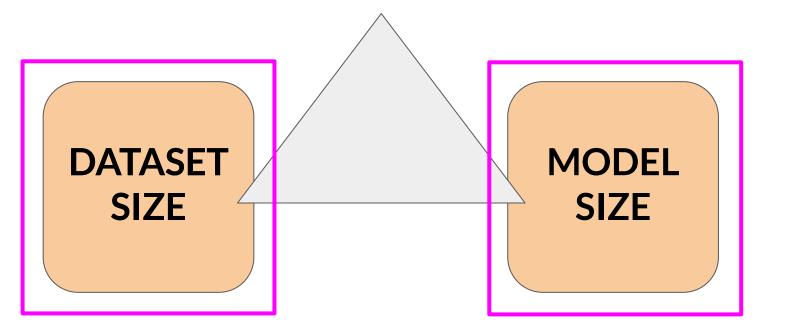
Source: Kaplan et al. 2020, "Scaling Laws for Neural Language Models"





#### Dataset size and model size vs. performance





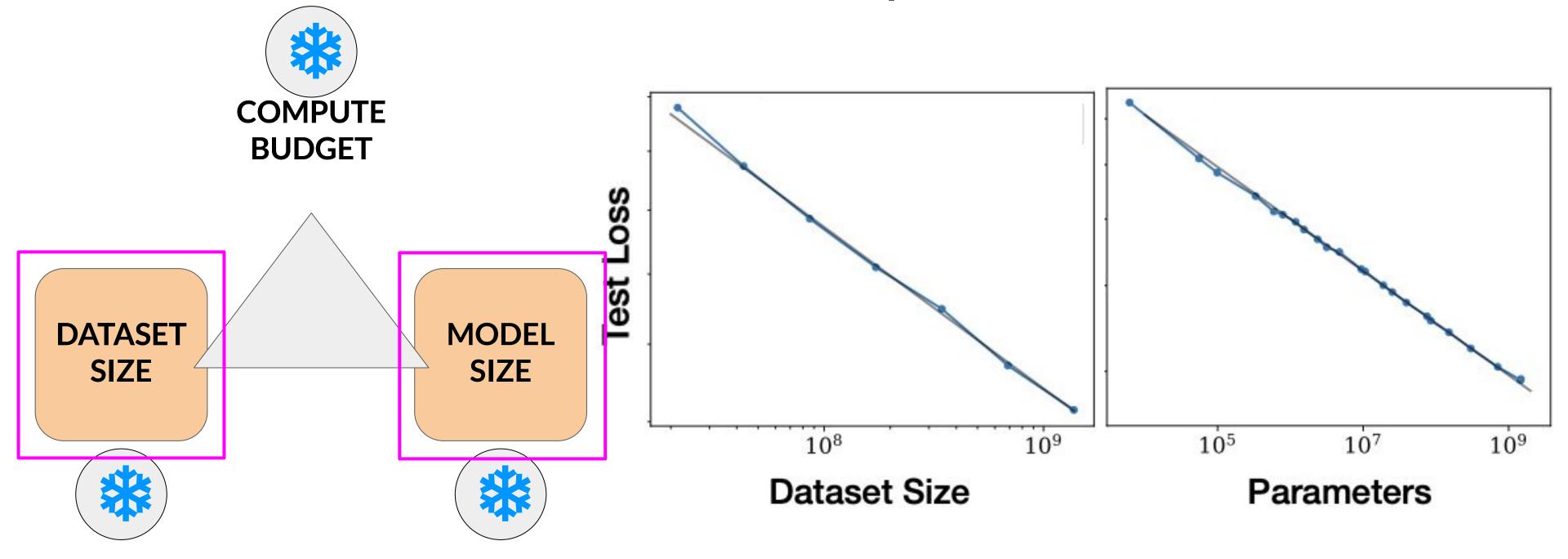
Compute resource constraints

- Hardware
- Project timeline
- Financial budget

Source: Kaplan et al. 2020, "Scaling Laws for Neural Language Models"



#### Dataset size and model size vs. performance



Source: Kaplan et al. 2020, "Scaling Laws for Neural Language Models"





## Chinchilla paper

#### **Training Compute-Optimal Large Language Models**

Jordan Hoffmann\*, Sebastian Borgeaud\*, Arthur Mensch\*, Elena Buchatskaya, Trevor Cai, Eliza Rutherford, Diego de Las Casas, Lisa Anne Hendricks, Johannes Welbl, Aidan Clark, Tom Hennigan, Eric Noland, Katie Millican, George van den Driessche, Bogdan Damoc, Aurelia Guy, Simon Osindero, Karen Simonyan, Erich Elsen, Jack W. Rae, Oriol Vinyals and Laurent Sifre\*

\*Equal contributions

We investigate the optimal model size and number of tokens for training a transformer language model under a given compute budget. We find that current large language models are significantly undertrained, a consequence of the recent focus on scaling language models whilst keeping the amount of training data constant. By training over 400 language models ranging from 70 million to over 16 billion parameters on 5 to 500 billion tokens, we find that for compute-optimal training, the model size and the number of training tokens should be scaled equally: for every doubling of model size the number of training tokens should also be doubled. We test this hypothesis by training a predicted compute-optimal model, Chinchilla, that uses the same compute budget as Gopher but with 70B parameters and 4× more more data. Chinchilla uniformly and significantly outperforms Gopher (280B), GPT-3 (175B), Jurassic-1 (178B), and Megatron-Turing NLG (530B) on a large range of downstream evaluation tasks. This also means that Chinchilla uses substantially less compute for fine-tuning and inference, greatly facilitating downstream usage. As a highlight, Chinchilla reaches a state-of-the-art average accuracy of 67.5% on the MMLU benchmark, greater than a 7% improvement over Gopher.

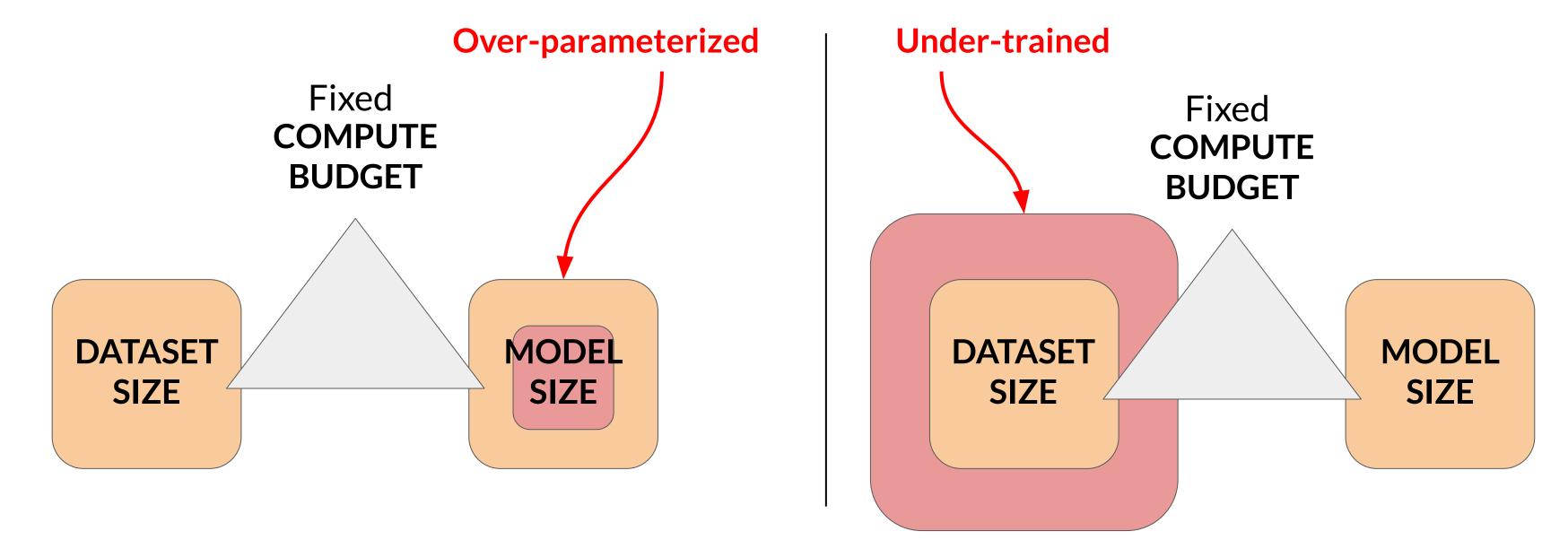
Jordan et al. 2022





### Compute optimal models

- Very large models may be over-parameterized and under-trained
- Smaller models trained on more data could perform as well as large models





## Chinchilla scaling laws for model and dataset size

Model	# of parameters	Compute-optima # of tokens (~20x	
Chinchilla	70B	~1.4T	1.4T
LLaMA-65B	65B	~1.3T	1.4T
GPT-3	175B	~3.5T	300B
OPT-175B	175B	~3.5T	180B
BLOOM	176B	~3.5T	350B

Compute optimal training datasize is ~20x number of parameters

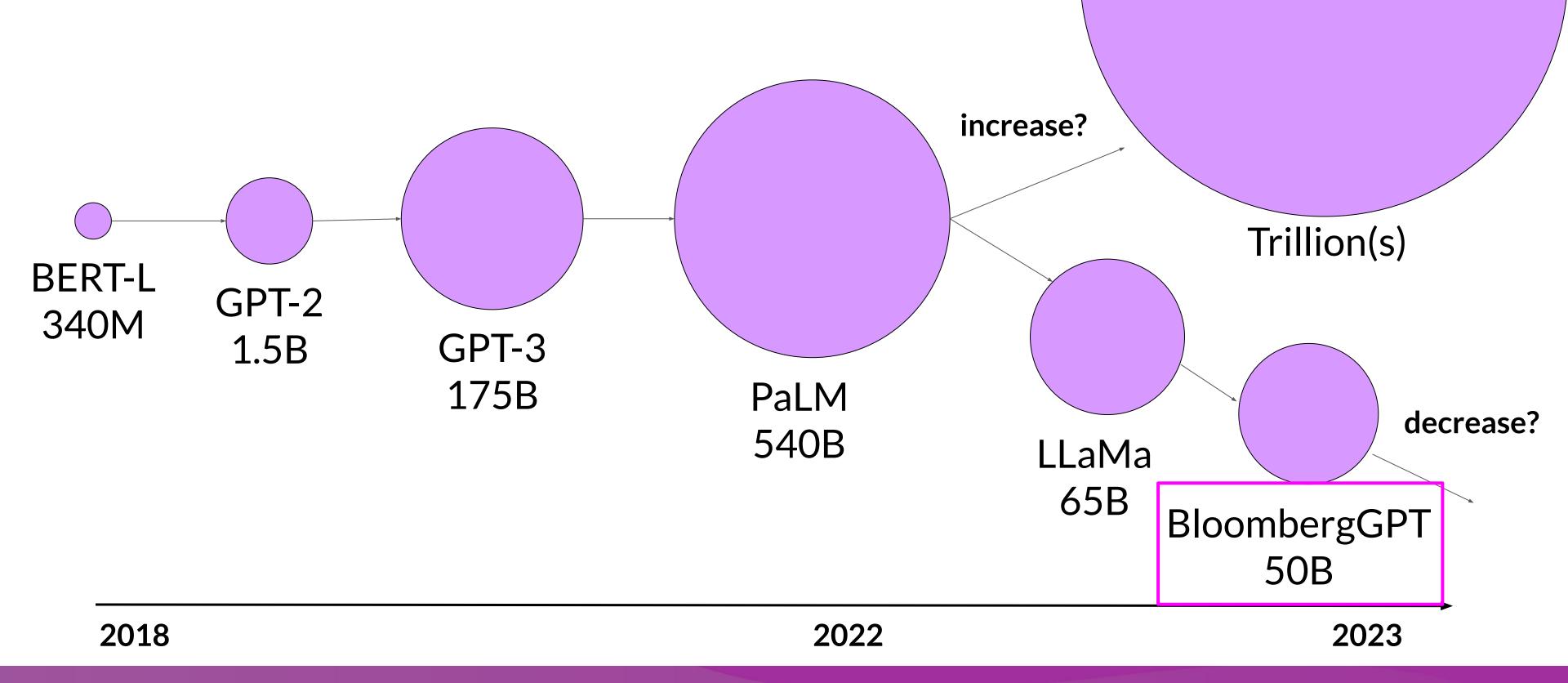
Sources: Hoffmann et al. 2022, "Training Compute-Optimal Large Language Models" Touvron et al. 2023, "LLaMA: Open and Efficient Foundation Language Models"

\* assuming models are trained to be compute-optimal per Chinchilla paper





#### Model size vs. time









Legal language



#### Legal language

The prosecutor had difficulty proving mens rea, as the defendant seemed unaware that his actions were illegal.

The judge dismissed the case, citing the principle of <u>res</u> judicata as the issue had already been decided in a previous trial.

Despite the signed agreement, the contract was invalid as there was no consideration exchanged between the parties.





#### Legal language

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The judge dismissed the case, citing the principle of <u>res</u> judicata as the issue had already been decided in a previous trial.

Despite the signed agreement, the contract was invalid as there was no <u>consideration</u> exchanged between the parties.

#### Medical language

After a strenuous workout, the patient experienced severe <u>myalgia</u> that lasted for several days.

After the <u>biopsy</u>, the doctor confirmed that the tumor was <u>malignant</u> and recommended immediate treatment.

Sig: 1 tab po qid pc & hs



Take one tablet by mouth four times a day, after meals, and at bedtime.





## BloombergGPT: domain adaptation for finance

#### BloombergGPT: A Large Language Model for Finance

Shijie Wu<sup>1,\*</sup>, Ozan İrsoy<sup>1,\*</sup>, Steven Lu<sup>1,\*</sup>, Vadim Dabravolski<sup>1</sup>, Mark Dredze<sup>1,2</sup>, Sebastian Gehrmann<sup>1</sup>, Prabhanjan Kambadur<sup>1</sup>, David Rosenberg<sup>1</sup>, Gideon Mann<sup>1</sup>

- <sup>1</sup> Bloomberg, New York, NY USA
- <sup>2</sup> Computer Science, Johns Hopkins University, Baltimore, MD USA gmann16@bloomberg.net

#### Abstract

The use of NLP in the realm of financial technology is broad and complex, with applications ranging from sentiment analysis and named entity recognition to question answering. Large Language Models (LLMs) have been shown to be effective on a variety of tasks; however, no LLM specialized for the financial domain has been reported in literature. In this work, we present BloombergGPT, a 50 billion parameter language model that is trained on a wide range of financial data. We construct a 363 billion token dataset based on Bloomberg's extensive data sources, perhaps the largest domain-specific dataset yet, augmented with 345 billion tokens from general purpose datasets. We validate BloombergGPT on standard LLM benchmarks, open financial benchmarks, and a suite of internal benchmarks that most accurately reflect our intended usage. Our mixed dataset training leads to a model that outperforms existing models on financial tasks by significant margins without sacrificing performance on general LLM benchmarks. Additionally, we explain our modeling choices, training process, and evaluation methodology. As a next step, we plan to release training logs (Chronicles) detailing our experience in training BloombergGPT.

~51%

Financial (Public & Private)

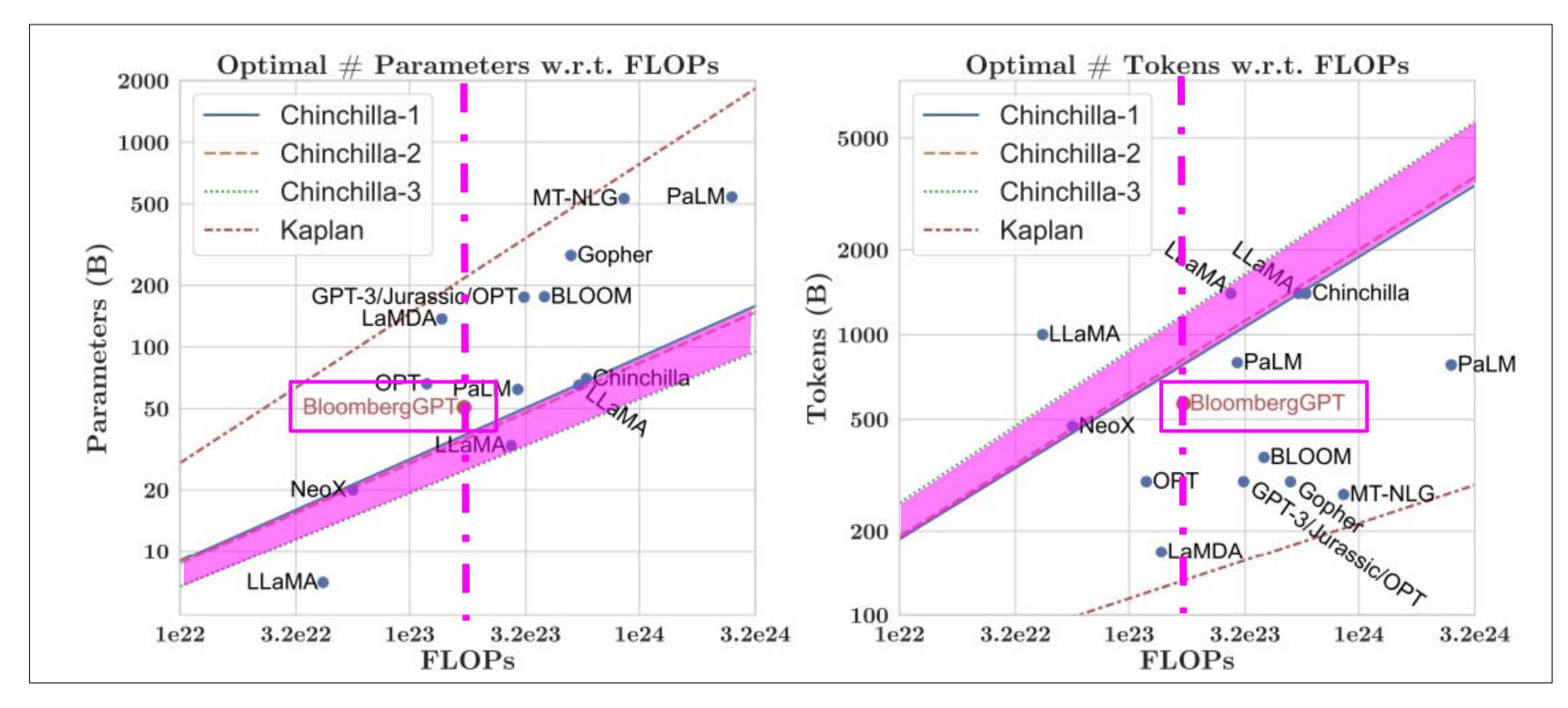
~49%

Other (Public)





### BloombergGPT relative to other LLMs



Source: Wu et al. 2023, "BloombergGPT: A Large Language Model for Finance"





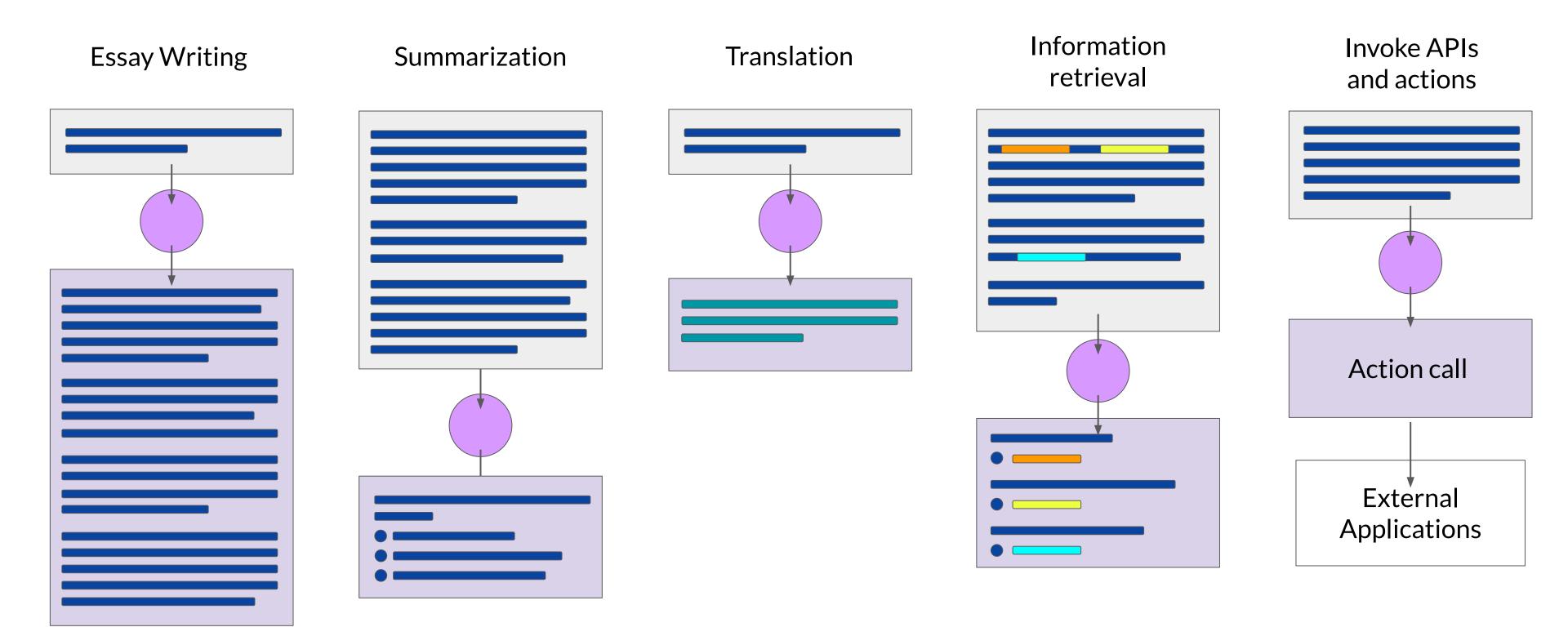
# Key takeaways







#### LLM use cases & tasks





## Generative Al project lifecycle

