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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 AI

ChatBot

Who designed the street layout of Washington DC?

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





Generative AI

pAIntBox

What do you want to create?

An imaginary subway map in a coastal city.

Image dimensions:	by	(Max 2048
	Generate	







Generative AI





Large Language Models



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BLOOM





Large Language Models



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BLOOM





Prompts and completions



Context window

• typically a few 1000 words.

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Completion

Where is Ganymede located in the solar system?

Ganymede is a moon of Jupiter and is located in the solar system within Jupiter's orbit.



Prompts and completions







Use cases & tasks



LLM chatbot



Who designed the street layout of Washington DC?







LLM chatbot

••• ChatBot

Who designed the street layout of Washington DC?

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

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LLM use cases & tasks





LLM use cases & tasks



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Information retrieval



Invoke APIs and actions





The significance of scale: language understanding



*Bert-base

How LLMs work -Transformers architecture





















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 <u>bank</u>.

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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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

N×





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.













The teacher taught the student with the book.







Self-attention



- teacher taught student



Self-attention



- teacher taught student














































Output

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Embedding







book





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book







book

Angle measures distance between words





Output

.







Self-attention





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Multi-headed Self-attention





Feed forward network







Translation: sequence-to-sequence task

J'aime l'apprentissage automatique

























|--|--|





297	450	901	389









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Softmax output



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



Context window: typically a few thousand words



Completion

Where is Ganymede located in the solar system?

Ganymede is a moon of Jupiter and is located in the solar system within Jupiter's orbit.



In-context learning (ICL) - zero shot inference







Zero-shot inference



Completion





In-context learning (ICL) - zero shot inference





Completion

Classify this review: I loved this movie! Sentiment: eived a very nice book review



In-context learning (ICL) - one shot inference



One-shot inference



Completion

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

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

Sentiment: Negative



In-context learning (ICL) - few shot inference



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Completion

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

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

Classify this review: This is not great. 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:

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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



*Bert-base

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Generative configuration parameters for inference





Generative configuration - inference parameters






Generative configuration - max new tokens



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Max new tokens



Generative config - max new tokens

max_new_tokens = 100



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Generative config - max new tokens

max_new_tokens = 100



Stop token





Generative config - greedy vs. random sampling



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random(-weighted) sampling: select a token

Here, there is a 20% chance that 'cake' will be



Generative configuration - top-k and top-p



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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







Generative configuration - temperature



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Temperature



Generative config - temperature



Strongly peaked probability distribution



Higher temperature (>1)

prob	word	
0.040	apple	
0.080	banana	
0.150	cake	
0.120	donut	

Broader, flatter probability distribution



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Scope	Select	Adapt and	align model
		Prompt engineering	
Define the use case	Choose an existing model or pretrain	Fine-tuning	Evaluate
	your own	Align with human feedback	



Application integration

Optimize and deploy model for inference



Scope	Select	>> Adapt and	align model
	Prompt engineering		
Define the use case	Choose an existing model or pretrain your own	Fine-tuning	Evaluate
		Align with human feedback	

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Application integration

Optimize and deploy model for inference



Good at many tasks?



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Information retrieval



Invoke APIs and actions





Or good at a single task?



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Information retrieval



Invoke APIs and actions





Scope	Select	Adapt and	align model
	Prompt engineering		
Define the use case	Choose an existing model or pretrain	Fine-tuning	Evaluate
your own	Align with human feedback		



Application integration

Optimize and deploy model for inference



Scope	Select	Adapt and	align model
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Application integration

Optimize and deploy model for inference







Application integration

Optimize and deploy model for inference



Scope	Select	Adapt and	align model
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Define the use case	efine the e case Choose an existing model or pretrain your own	Fine-tuning	Evaluate
		Align with human feedback	



Application integration

Optimize and deploy model for inference



Pre-training and scaling laws

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Scope	Select	Adapt and	align model
		Prompt engineering	
Define the use case	Choose an existing model or pretrain	Fine-tuning	Evaluate
	your own	Align with human feedback	



Application integration

Optimize and deploy model for inference



Scope	Select	Adapt and	align model
		Prompt engineering	
Define the use case	Choose an existing model or pretrain	Fine-tuning	Evaluate
	your own	Align with human feedback	



Application integration

Optimize and deploy model for inference



Considerations for choosing a model







Considerations for choosing a model





Train your own model





Model hubs

Model Card for T5 Large



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Table of Contents

1.	Model	Details
	-	

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



Model architectures and pre-training objectives





LLM pre-training at a high level



of unstructured data

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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



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Autoencoding models

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Masked Language Modeling (MLM)



Objective: Reconstruct text ("denoising")

The	teacher	teaches	the









Bidirectional context



Autoencoding models

Good use cases:

- Sentiment analysis
- Named entity recognition
- Word classification

Example models:

- BERT
- ROBERTA







Autoregressive models



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Autoregressive models

Good use cases:

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

Example models:

- GPT
- BLOOM







Sequence-to-sequence models

Span Corruption



Objective: Reconstruct span

<x></x>	teaches	the
---------	---------	-----









Sequence-to-sequence models

Good use cases:

- Translation
- Text summarization
- Question answering

Example models:

- T5
- BART







Model architectures and pre-training objectives



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The significance of scale: task ability



*Bert-base

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Model size vs. time



2018

2022



Growth powered by:

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


Model size vs. time











Computational challenges

OutOfMemoryError: CUDA out of memory.



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Approximate GPU RAM needed to store 1B parameters

1 parameter = 4 bytes (32-bit float) 1B parameters = 4×10^9 bytes = 4GB

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

4GB @ 32-bit full precision

Additional GPU RAM needed to train 1B parameters

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

Sources: https://https://github.com/facebookresearch/bitsandbytes

~20 extra bytes per parameter

Approximate GPU RAM needed to train 1B-params

Memory needed to store model

4GB @ 32-bit full precision

Memory needed to train model

80GB @ 32-bit full precision

Quantization

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16-bit floating point | 8-bit integer

Quantization: FP32

Let's store Pi: 3.141592

000 10010000111111011000 nent Fraction ts 23 bits Mantissa / Significand = Precision

Quantization: FP16

Let's store Pi: 3.141592

Quantization: BFLOAT16

Let's store Pi: 3.141592

Quantization: INT8

Let's store Pi: 3.141592

Quantization: Summary

	Bits	Exponent	Fraction	Memory to store
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

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cision spaces aling factors during training

Approximate GPU RAM needed to store 1B parameters

Sources: https://https://github.com/facebookresearch/bitsandbytes

Approximate GPU RAM needed to train 1B-params

80GB is the maximum memory for the Nvidia A100 GPU, so to keep the model on a single GPU, you need to use 16-bit or 8-bit quantization.

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

20GB @ 8-bit precision

GPU RAM needed to train larger models

1B param model

175B param model

14,000 GB @ 32-bit full precision

500B param model

40,000 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

1B param model

14,000 GB @ 32-bit full precision 175B param model

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500B param model

40,000 GB @ 32-bit full precision

Efficient Multi-GPU **Compute Strategies**

When to use distributed compute

Model too big for single GPU

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:

Rajbhandari et al. 2019: "ZeRO: Memory Optimizations Toward Training Trillion Parameter Models" Zhao et al. 2023: "PyTorch FSDP: Experiences on Scaling Fully Sharded Data Parallel"

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
TOTAL	=4 bytes per para +20 extra bytes p

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

ameter per parameter

Memory usage in DDP

• One full copy of model and training parameters on each GPU

Sources:

Rajbhandari et al. 2019: "ZeRO: Memory Optimizations Toward Training Trillion Parameter Models" Zhao et al. 2023: "PyTorch FSDP: Experiences on Scaling Fully Sharded Data Parallel"

Example 2 Constraints and a constraint of the second straints of the second straints and a constraint of the second straints and a constraint of the second straints of the second straints and a constraint of the second straints and a constraints and a constraints and a constraints and a constraints and a constraint of the second straints and a constraint of the second straints and a constraint of the second straints and a constraints an

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

Sources:

Rajbhandari et al. 2019: "ZeRO: Memory Optimizations Toward Training Trillion Parameter Models" Zhao et al. 2023: "PyTorch FSDP: Experiences on Scaling Fully Sharded Data Parallel"

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Model "shard": subset of parameters for each GPU

Zero Redundancy Optimizer (ZeRO)

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

Sources:

Rajbhandari et al. 2019: "ZeRO: Memory Optimizations Toward Training Trillion Parameter Models" Zhao et al. 2023: "PyTorch FSDP: Experiences on Scaling Fully Sharded Data Parallel"

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) e model parameters,

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

max. number of GPUs

max. number of GPUs

max. number of GPUs

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)

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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 mode, *Chinchilla*, that uses the same compute budget as *Gopher* but with 70B parameters and $4\times$ 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



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"

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











Legal language





Legal language

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

The judge dismissed the case, citing the principle of <u>res</u> <u>judicata</u> 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.



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 res 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>myalqia</u> that lasted for several days.

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

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

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Sig: 1 tab po qid pc & hs



BloombergGPT: domain adaptation for finance

BloombergGPT: A Large Language Model for Finance

Shijie Wu^{1,*}, Ozan İrsoy^{1,*}, Steven Lu^{1,*}, Vadim Dabravolski¹, Mark Dredze^{1,2}, Sebastian Gehrmann¹, Prabhanjan Kambadur¹, David Rosenberg¹, Gideon Mann¹ ¹ Bloomberg, New York, NY USA

² 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.







BloombergGPT relative to other LLMs



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



Key takeaways







LLM use cases & tasks



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Information retrieval



Invoke APIs and actions





Generative Al project lifecycle

Scope	Select	Adapt and align model	
Define the use case	Choose an existing model or pretrain your own	Prompt engineering	Evaluate
		Fine-tuning	
		Align with human feedback	



Application integration

Optimize and deploy model for inference Augment model and build LLMpowered applications

