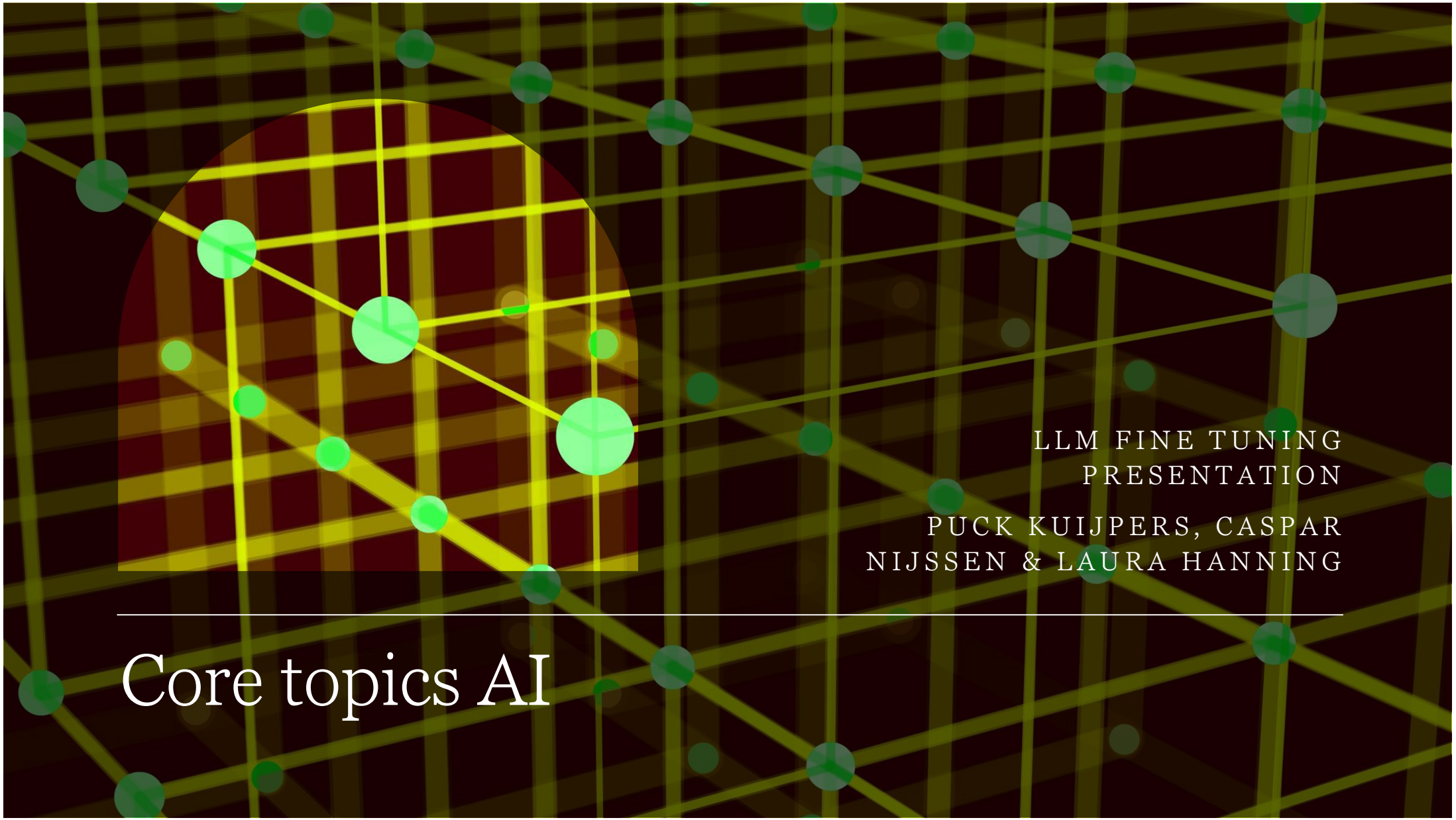


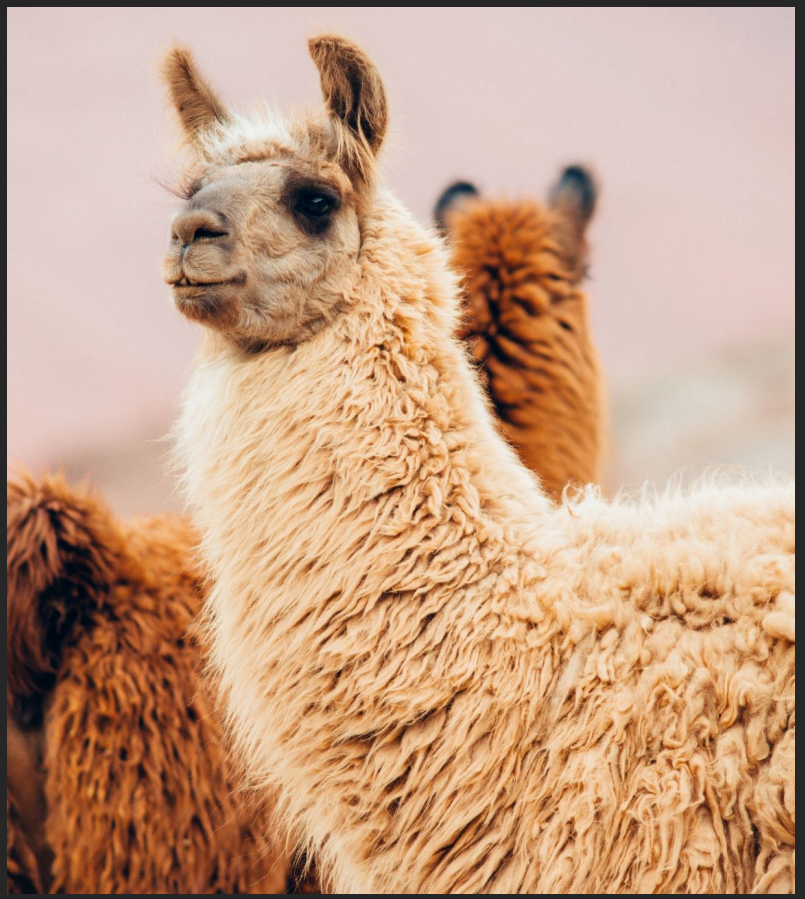
LLM FINE TUNING PRESENTATION

PUCK KUIJPERS, CASPAR NIJSSEN & LAURA HANNING

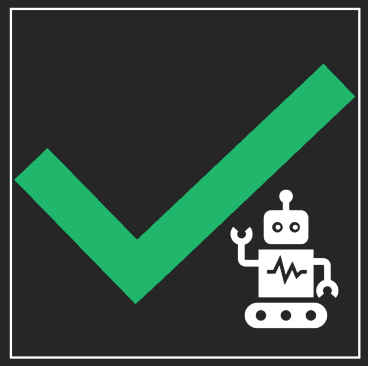
Core topics AI

Introduction

- Motivation
- LLaMa, BERT & ground-up
- Salesforce implementation
- BERT model explained
- Ethical issues and real-world scenarios
- Conclusion / discussion



Motivation



Tilburg University Marketing & Communication department

Chatbot for salesforce users

Salesforce implementation

CRM (customer relationship manager) system

salescloud: managing sales activities

End user

Admin

Chatbot specialized for answering questions regarding salescloud with a step by step answer

LlaMa, BERT & ground-up

- LlaMa : runtime issues
- Ground up
- BERT > possible best model

BERT

- **B**idirectional **E**ncoder **R**epresentations from **T**ransformers

Ethical issues & real-world scenarios

- Privacy
- Chatbot for the department of Marketing & Communication of Tilburg University

Discussion - merits

CONTEXTUAL UNDERSTANDING

PRE-TRAINED

DEEP UNDERSTANDING

EXTRACTIVE Q&A

Discussion - drawbacks

- Interpretability
- Generative Q&A
- Overfitting risk

Conclusion

- BERT/LLM possible solution
- Hybrid model?