

Production-Style GenAI API– Latency-First Engineering (AWS)

Project Overview

This project evaluates and optimizes **latency behavior in a serverless Generative AI API** built on AWS. The system was designed to identify dominant latency contributors and improve tail latency through **measured, minimal changes** rather than architectural overengineering. The primary goal was to **reduce p95 and p99 response times** while maintaining functional correctness and lowering cost.

Architecture

Request Flow:

Client → API Gateway → AWS Lambda → Amazon Bedrock → Lambda → Client

Key AWS Services:

- Amazon API Gateway (HTTP endpoint)
- AWS Lambda (Python runtime)
- Amazon Bedrock (Foundation Model inference)
- Amazon CloudWatch (Logs, Metrics, Dashboards)

Problem Statement

Initial testing showed **high tail latency (p95 / p99)** for the GenAI API, even under low request volume. To improve system performance, the project focused on answering:

- Where is the latency actually coming from?
- Is the bottleneck compute, networking, or inference?
- Can latency be reduced without adding infrastructure?

Measurement Approach

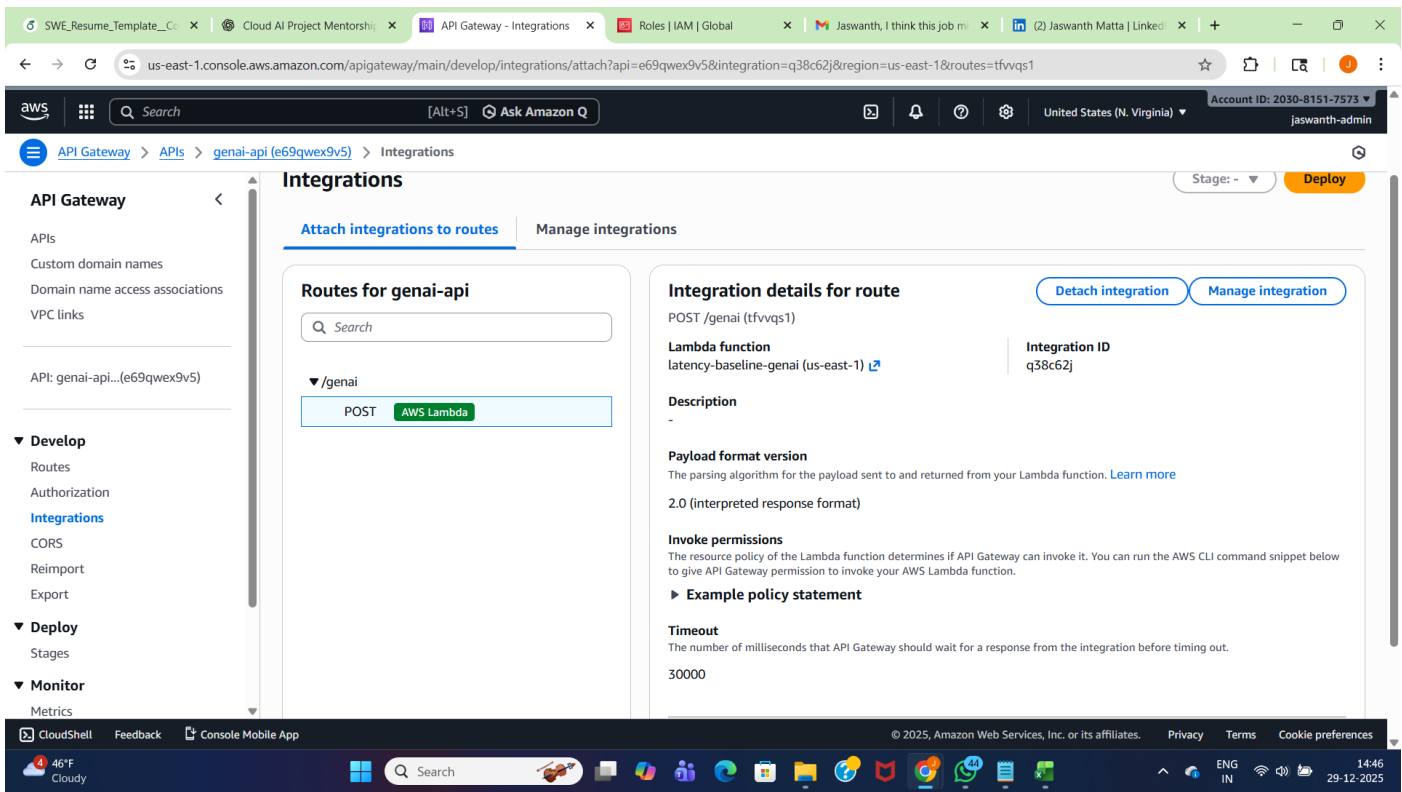
Latency was measured directly inside the Lambda function using high-resolution timestamps:

- **Bedrock inference time**
- **Total Lambda execution time**
- **Cold start vs warm execution behavior**

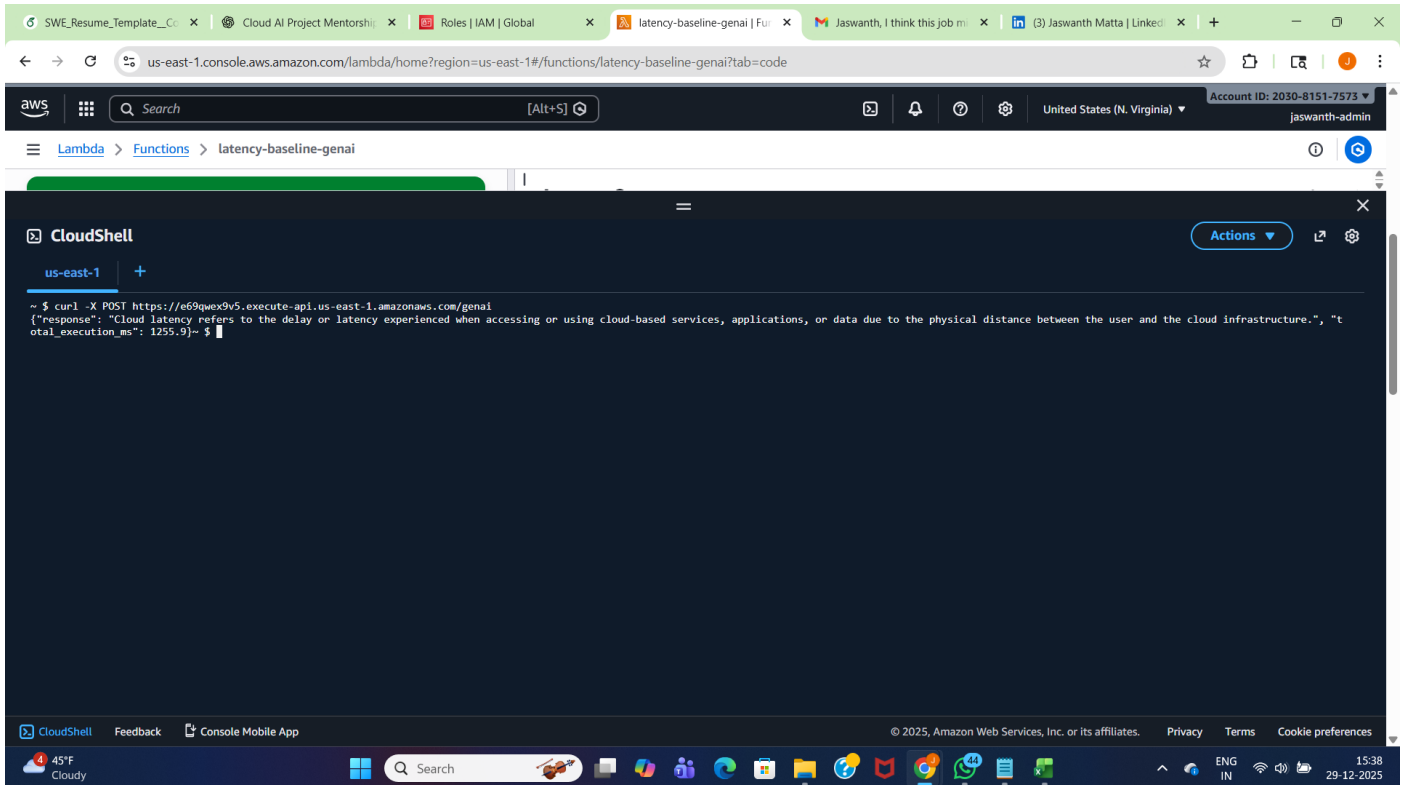
Multiple requests were issued via CloudShell to observe:

- p50 (median)
- p95 (tail latency)
- p99 (cold start impact)

CloudWatch Logs and Dashboards were used for validation.



End-to-end API invocation through API Gateway triggering a Lambda-based GenAI inference request.



CloudWatch logs capturing cold start initialization, model inference time, and total Lambda execution latency.

Screenshot of the AWS CloudWatch console showing the 'Log group "latency-baseline-genai" has been created.' message. The console displays the 'Log Events' section for the log group, showing a list of log events with timestamps and messages. The messages include 'INIT_START Runtime Version: python:3.12.v101 Runtime Version ARN: arn:aws:lambda:us-east-1::runtime:994aac32248ecf4d69d9f5e9a3a57ab...', 'START RequestId: 62a36055-0c08-4715-90de-37491e078c51 Version: \$LATEST', 'Request received', 'Bedrock inference time: 752.76 ms', 'Total Lambda execution time: 752.90 ms', 'END RequestId: 62a36055-0c08-4715-90de-37491e078c51', and 'REPORT RequestId: 62a36055-0c08-4715-90de-37491e078c51 Duration: 755.25 ms Billed Duration: 1261 ms Memory Size: 1023 MB Max Memory...'. The console also shows the 'Log Management' sidebar with options like 'Log Anomalies', 'Live Tail', 'Logs Insights', and 'Contributor Insights'.

Repeated API invocations used to generate latency distribution data for p50, p95, and p99 analysis.

Screenshot of the AWS CloudShell console showing the execution of a script to generate latency distribution data. The script uses a loop to make repeated API calls to the 'execute-api' endpoint of the 'genai' service. The output of the script is displayed in the CloudShell terminal, showing the response of the API calls, including the 'total_execution_ms' field. The script is as follows:

```
~ $ for i in {1..10}; do
> curl -X POST https://e69qwe9v5.execute-api.us-east-1.amazonaws.com/genai
> done
{"response": "Cloud latency refers to the delay or lag experienced when accessing or transmitting data between a user's device and a cloud-based service or application.", "total_execution_ms": 616.34}{"response": "Cloud latency refers to the delay or lag in data transmission between a user's device and the cloud-based servers or services being accessed.", "total_execution_ms": 561.92}{"response": "Cloud latency refers to the time delay experienced in the transmission of data between a user's device and the cloud-based server or service they are accessing.", "total_execution_ms": 643.86}{"response": "Cloud latency refers to the time delay or lag experienced in data transmission and processing between a user's device and the remote cloud servers.", "total_execution_ms": 698.59}{"response": "Cloud latency refers to the delay or lag experienced when accessing data or services hosted in a cloud computing environment, which can be affected by factors such as network connectivity, geographic distance, and server load.", "total_execution_ms": 860.08}{"response": "Cloud latency refers to the delay or lag in data transmission between a user's device and the remote cloud servers hosting the application or service.", "total_execution_ms": 571.22}{"response": "Cloud latency refers to the delay or lag experienced when accessing or communicating with cloud-based services, applications, or resources due to the distance between the user and the cloud infrastructure, network congestion, or other factors.", "total_execution_ms": 748.84}{"response": "Cloud latency refers to the delay or lag experienced in the transmission of data between a user's device and the cloud-based application or service they are accessing.", "total_execution_ms": 664.09}{"response": "Cloud latency refers to the delay or lag in data transmission between a user's device and the cloud-based service or application they are accessing.", "total_execution_ms": 510.48}{"response": "Cloud latency refers to the time delay or lag experienced in data transmission between a user's device and the cloud-based server or service they are accessing.", "total_execution_ms": 598.07}~ $
```

CloudWatch logs showing cold start initialization overhead and inference-dominated execution latency

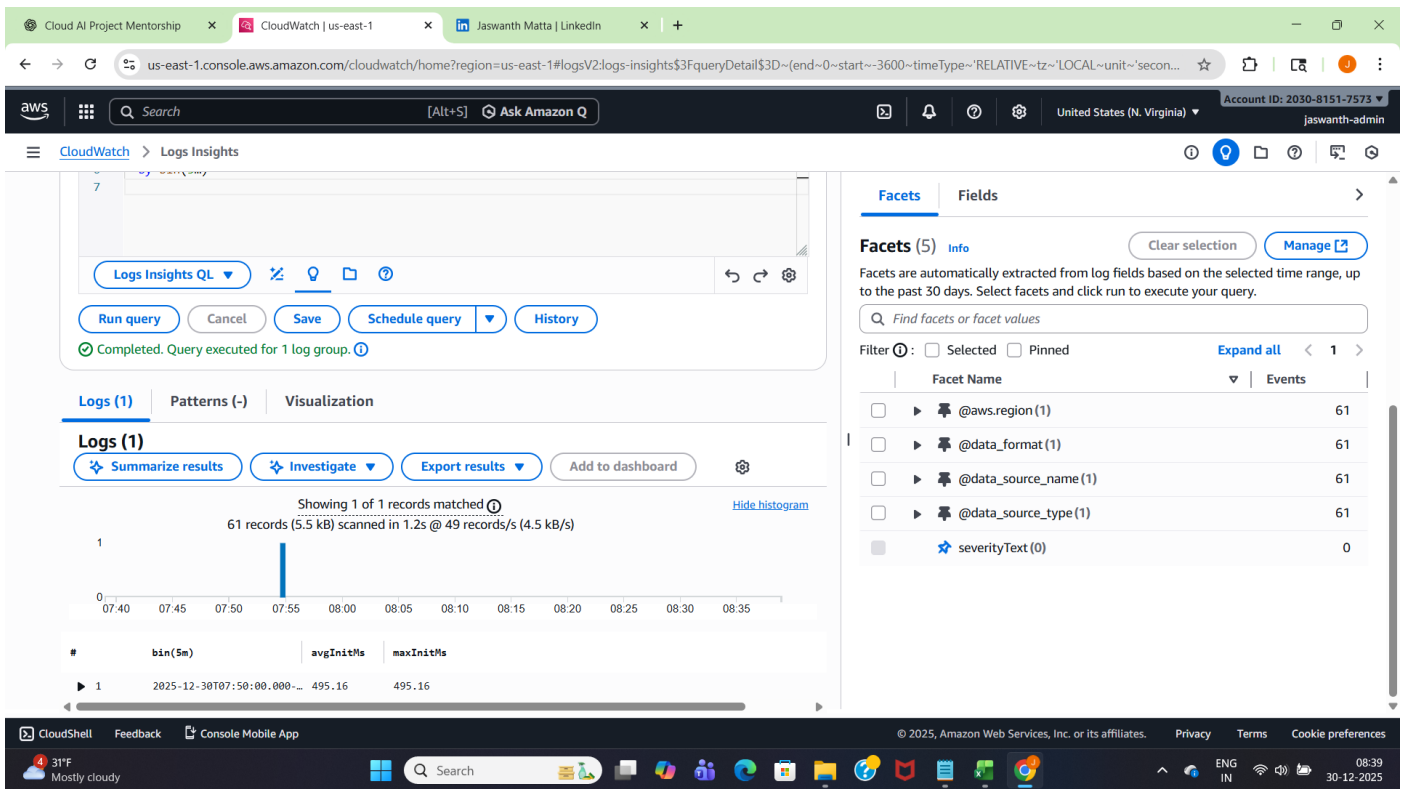
The screenshot displays the AWS CloudWatch console interface. The left sidebar shows the navigation menu with categories like AI Operations, GenAI Observability, Application Signals (APM), Infrastructure Monitoring, Logs, and Metrics. The main panel is titled 'Log events' and shows a list of log entries for a specific log group. The log entries are as follows:

Timestamp	Message
2025-12-30T07:54:35.673-05:00	INIT_START Runtime Version: python:3.12.v101 Runtime Version ARN: arn:aws:lambda:us-east-1::runtime:994aac32248ecf4d6d9f9e9a3a57ab...
2025-12-30T07:54:36.173-05:00	START RequestId: e51e32d8-08ae-47ec-bcfc-de860d50c7f2 Version: \$LATEST
2025-12-30T07:54:36.173-05:00	Request received
2025-12-30T07:54:36.790-05:00	Bedrock inference time: 616.17 ms
2025-12-30T07:54:36.790-05:00	Total Lambda execution time: 616.34 ms
2025-12-30T07:54:36.792-05:00	END RequestId: e51e32d8-08ae-47ec-bcfc-de860d50c7f2
2025-12-30T07:54:36.792-05:00	REPORT RequestId: e51e32d8-08ae-47ec-bcfc-de860d50c7f2 Duration: 619.03 ms Billed Duration: 1115 ms Memory Size: 1023 MB Max Memory...
2025-12-30T07:54:36.859-05:00	REPORT RequestId: e51e32d8-08ae-47ec-bcfc-de860d50c7f2 Duration: 619.03 ms Billed Duration: 1115 ms Memory Size: 1023 MB Max Memory Used: 84 MB Init Duration: 495.16 ms
2025-12-30T07:54:36.859-05:00	START RequestId: dddaf036-770e-443b-b383-b77704252d98 Version: \$LATEST

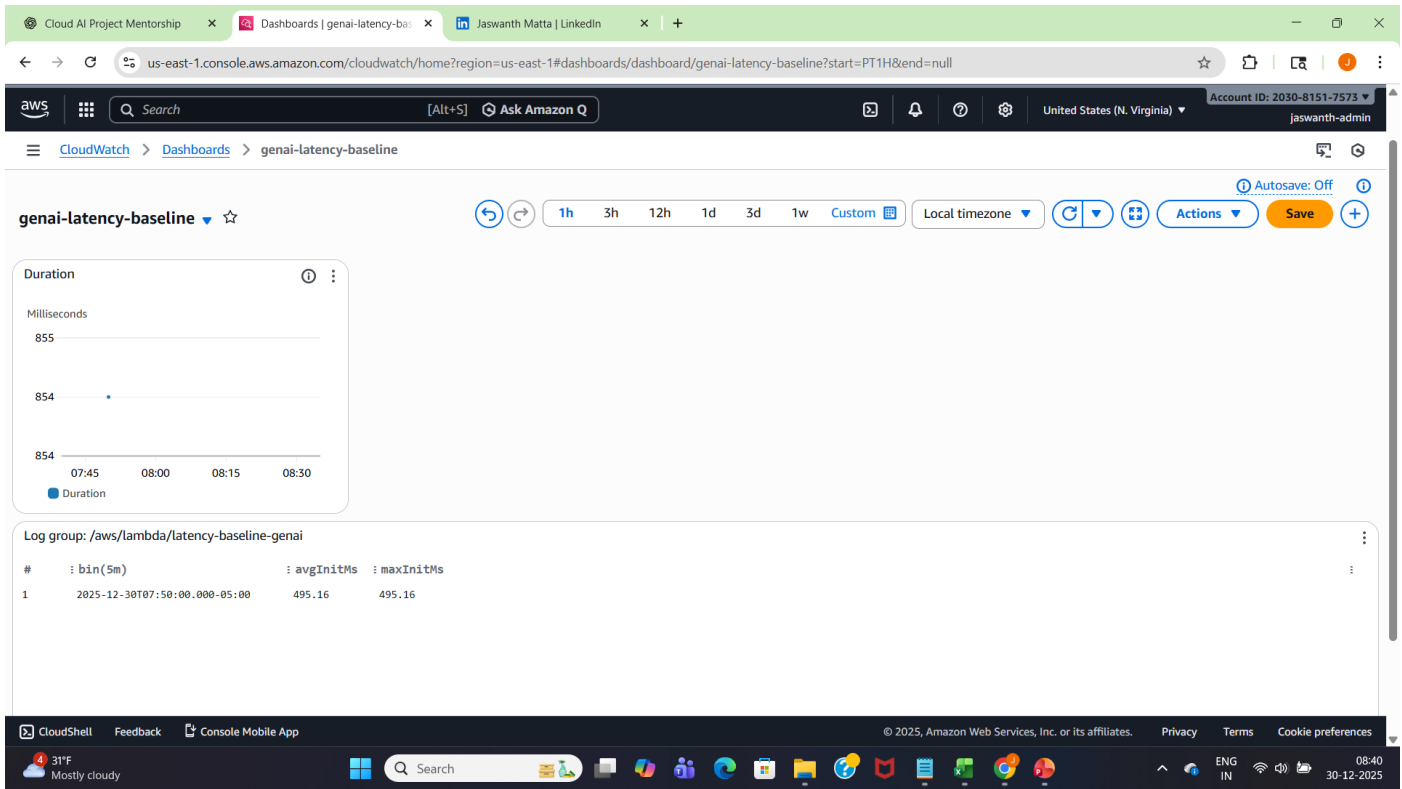
Warm Lambda execution demonstrating reduced and consistent inference latency without initialization overhead.

The screenshot displays the AWS CloudWatch console interface for a different log group. The log entries are as follows:

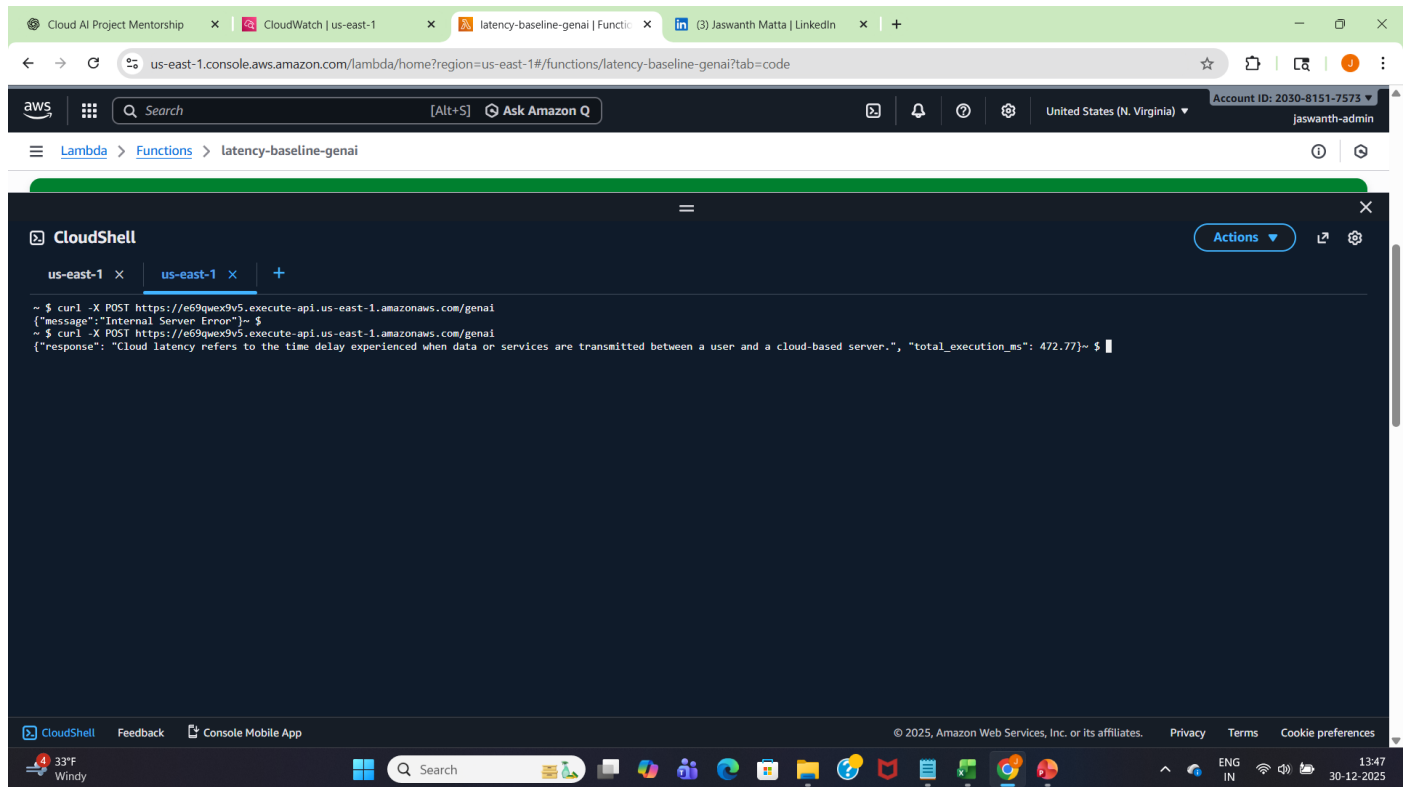
Timestamp	Message
2025-12-30T07:54:38.173-05:00	START RequestId: 9da3d245-9cc9-4889-9dc8-5e846e74c4bc Version: \$LATEST
2025-12-30T07:54:38.173-05:00	Request received
2025-12-30T07:54:38.832-05:00	Bedrock inference time: 658.49 ms
2025-12-30T07:54:38.832-05:00	Total Lambda execution time: 658.59 ms
2025-12-30T07:54:38.834-05:00	END RequestId: 9da3d245-9cc9-4889-9dc8-5e846e74c4bc
2025-12-30T07:54:38.834-05:00	REPORT RequestId: 9da3d245-9cc9-4889-9dc8-5e846e74c4bc Duration: 660.68 ms Billed Duration: 661 ms Memory Size: 1023 MB Max Memory ...
2025-12-30T07:54:38.877-05:00	REPORT RequestId: 9da3d245-9cc9-4889-9dc8-5e846e74c4bc Duration: 660.68 ms Billed Duration: 661 ms Memory Size: 1023 MB Max Memory Used: 84 MB
2025-12-30T07:54:38.877-05:00	START RequestId: 4ff31b71-de29-4d81-8e4b-a135010d100b Version: \$LATEST
2025-12-30T07:54:38.878-05:00	Request received
2025-12-30T07:54:39.738-05:00	Bedrock inference time: 859.97 ms
2025-12-30T07:54:39.738-05:00	Total Lambda execution time: 860.08 ms



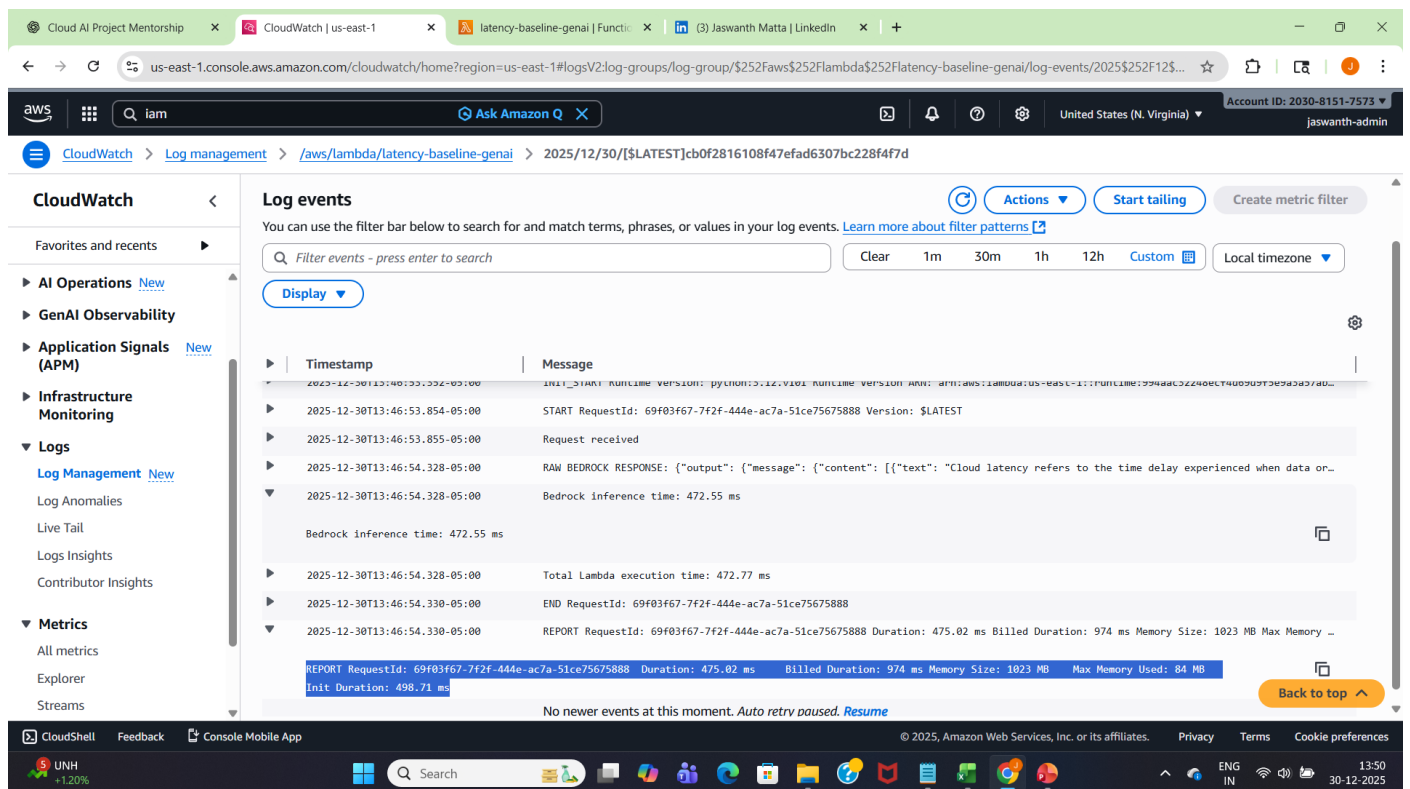
CloudWatch dashboard tracking Lambda duration and cold start initialization impact for p95/p99 latency analysis.



API invocation using Amazon Nova Lite demonstrating reduced end-to-end execution latency compared to the baseline model.



CloudWatch logs showing reduced model inference time and lower total Lambda execution duration after switching to Nova Lite.



Executed repeated API requests via CloudShell to observe end-to-end response times.

The screenshot shows the AWS CloudShell interface with a terminal window open. The terminal displays the following commands and output:

```
~$ curl -X POST https://e69quex9v5.execute-api.us-east-1.amazonaws.com/genai
{"message": "Internal Server Error"}~$
~$ curl -X POST https://e69quex9v5.execute-api.us-east-1.amazonaws.com/genai
{"response": "Cloud latency refers to the time delay experienced when data or services are transmitted between a user and a cloud-based server.", "total_execution_ms": 472.77}~$
~$ for i in {1..10}; do
  curl -X POST https://e69quex9v5.execute-api.us-east-1.amazonaws.com/genai
done
{"response": "Cloud latency refers to the delay in time it takes for data to travel between a user and a cloud server.", "total_execution_ms": 350.21}{ "response": "Cloud latency refers to the time delay experienced when data or services are transmitted between a user and a cloud-based server.", "total_execution_ms": 332.29}{ "response": "Cloud latency refers to the time delay experienced when data or services are transmitted between a user and a cloud-based server.", "total_execution_ms": 327.88}{ "response": "Cloud latency refers to the time delay experienced when data or services are transmitted between a user and a cloud-based server.", "total_execution_ms": 321.1}{ "response": "Cloud latency refers to the time delay experienced when data or services are transmitted between a user and a cloud-based server.", "total_execution_ms": 299.33}{ "response": "Cloud latency refers to the time it takes for data to travel between a user's device and a cloud server, impacting the responsiveness of cloud-based applications and services.", "total_execution_ms": 491.31}{ "response": "Cloud latency refers to the delay in time it takes for data to travel between a user and a cloud server.", "total_execution_ms": 334.81}{ "response": "Cloud latency refers to the time delay experienced when data or services are transmitted between a user and a cloud-based server.", "total_execution_ms": 304.33}{ "response": "Cloud latency refers to the time delay experienced when data or services are transmitted between a user and a cloud-based server.", "total_execution_ms": 370.83}~$
```

The screenshot shows the AWS CloudWatch console with the Log events page open. The breadcrumb trail is: CloudWatch > Log management > /aws/lambda/latency-baseline-genai > 2025-12/30/[\$LATEST]cb0f2816108f47efad6307bc228f4f7d. The page displays a list of log events with the following columns: Timestamp and Message.

Timestamp	Message
2025-12-30T13:46:53.352-05:00	INIT_START Runtime Version: python:3.12.v101 Runtime Version ARN: arn:aws:lambda:us-east-1::runtime:994aac32248ecf4d6d9d9f5e9a3a57ab...
2025-12-30T13:46:53.854-05:00	START RequestId: 69f03f67-7f2f-444e-ac7a-51ce75675888 Version: \$LATEST
2025-12-30T13:46:53.855-05:00	Request received
2025-12-30T13:46:54.328-05:00	RAW BEDROCK RESPONSE: {"output": {"message": [{"text": "Cloud latency refers to the time delay experienced when data or...
2025-12-30T13:46:54.328-05:00	Bedrock inference time: 472.55 ms
2025-12-30T13:46:54.328-05:00	Total Lambda execution time: 472.77 ms
2025-12-30T13:46:54.330-05:00	END RequestId: 69f03f67-7f2f-444e-ac7a-51ce75675888
2025-12-30T13:46:54.330-05:00	REPORT RequestId: 69f03f67-7f2f-444e-ac7a-51ce75675888 Duration: 475.02 ms Billed Duration: 974 ms Memory Size: 1023 MB Max Memory Used: 84 MB

CloudWatch | us-east-1

latency-baseline-genai | Function

(3) Jaswanth Matta | LinkedIn

us-east-1.console.aws.amazon.com/cloudwatch/home?region=us-east-1#logsV2-log-groups/log-group/\$252Faws\$252Flambda\$252Flatency-baseline-genai/log-events/2025\$252F12\$...

Account ID: 2030-8151-7573

jaswanth-admin

CloudWatch

Log management

/aws/lambda/latency-baseline-genai

2025/12/30/[\$LATEST]cb0f2816108f47efad6307bc228f4f7d

Log events

You can use the filter bar below to search for and match terms, phrases, or values in your log events. [Learn more about filter patterns](#)

Filter events - press enter to search

Clear 1m 30m 1h 12h Custom Local timezone

Display

Timestamp	Message
2025-12-30T13:50:45.364-05:00	Bedrock inference time: 332.10 ms
2025-12-30T13:50:45.364-05:00	Total Lambda execution time: 332.29 ms
2025-12-30T13:50:45.366-05:00	END RequestId: de449813-78fe-4dd6-86c0-825aadaa52ac
2025-12-30T13:50:45.366-05:00	REPORT RequestId: de449813-78fe-4dd6-86c0-825aadaa52ac Duration: 334.27 ms Billed Duration: 335 ms Memory Size: 1023 MB Max Memory ...
2025-12-30T13:50:45.409-05:00	START RequestId: c91e443e-22da-4575-9b99-3f8c07d9f44f Version: \$LATEST
2025-12-30T13:50:45.409-05:00	Request received
2025-12-30T13:50:45.803-05:00	RAW BEDROCK RESPONSE: {"output": {"message": [{"content": [{"text": "Cloud latency refers to the time delay experienced when data or..."}]}}
2025-12-30T13:50:45.803-05:00	Bedrock inference time: 393.85 ms
2025-12-30T13:50:45.803-05:00	Total Lambda execution time: 394.04 ms
2025-12-30T13:50:45.805-05:00	END RequestId: c91e443e-22da-4575-9b99-3f8c07d9f44f
2025-12-30T13:50:45.806-05:00	REPORT RequestId: c91e443e-22da-4575-9b99-3f8c07d9f44f Duration: 396.06 ms Billed Duration: 397 ms Memory Size: 1023 MB Max Memory ...
2025-12-30T13:50:45.872-05:00	START RequestId: 5f683df4-79ce-437f-bade-5aec21215333 Version: \$LATEST

Back to top

CloudWatch dashboard showing reduced Lambda execution duration after switching inference to Amazon Nova Lite

CloudWatch | us-east-1

latency-baseline-genai | Function

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us-east-1.console.aws.amazon.com/cloudwatch/home?region=us-east-1#dashboards/dashboard/genai-latency-baseline

Account ID: 2030-8151-7573

jaswanth-admin

genai-latency-baseline

Duration

Milliseconds

493

300

107

13:00 13:15 13:30 13:45 14:00

Duration

Log group: /aws/lambda/latency-baseline-genai

#	bin(5m)	avgInitMs	maxInitMs
1	2025-12-30T13:45:00.000-05:00	498.71	498.71
2	2025-12-30T13:50:00.000-05:00	475.23	512.8
3	2025-12-30T13:55:00.000-05:00	532.17	532.17

Performance comparison highlighting ~50% p95 latency improvement after switching foundation models.

Cloud AI Project MentorshipDashboards | genai-latency-baslatency-baseline-genai | Function(3) Jaswanth Matta | LinkedIn+us-east-1.console.aws.amazon.com/lambda/home?region=us-east-1#/functions/latency-baseline-genai?tab=code

Search[Alt+S]Ask Amazon QUnited States (N. Virginia)Account ID: 2030-8151-7573jaswanth-admin

Lambda> Functions> latency-baseline-genai

Successfully updated the function latency-baseline-genai.

Layers (0)

API Gateway

+ Add destination

+ Add trigger

Code

Test

Monitor

Configuration

AI

Code sourceInfo

Open in Visual Studio Code

Upload from

lambda_function.py

lambda_function.py

def lambda_handler

try:

Amazon Q

Adding P50 and P95 Metrics to CloudWatch Dashboard

break down the implications:

Performance Analysis: Nova Lite vs Claude 3 Haiku

Latency Performance Comparison

Metric	Claude 3 Haiku	Nova Lite	Improvement
P50 (Median)	~650ms	~333ms	49% faster
P95	~850ms	~394ms	54% faster
P99 (Cold)	~1200ms	~975ms	19% faster

Key Performance Insights

Nova Lite is consistently faster:

- P50: Nearly 2x faster (650ms → 333ms)
- P95: More than 2x faster (850ms → 394ms)
- P99: Still 19% faster even on cold starts

Performance Distribution:

Ask me anything about AWS

Max 1000 characters

You are using Free Tier. Amazon Q Developer uses generative AI. You may need to verify responses. See the AWS Responsible AI Policy.

Estimated cost reduction per request due to faster inference and reduced Lambda execution time.

Cloud AI Project MentorshipDashboards | genai-latency-baslatency-baseline-genai | Function(3) Jaswanth Matta | LinkedIn+us-east-1.console.aws.amazon.com/lambda/home?region=us-east-1#/functions/latency-baseline-genai?tab=code

Search[Alt+S]Ask Amazon QUnited States (N. Virginia)Account ID: 2030-8151-7573jaswanth-admin

Lambda> Functions> latency-baseline-genai

Successfully updated the function latency-baseline-genai.

Layers (0)

API Gateway

+ Add destination

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Code

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Upload from

lambda_function.py

lambda_function.py

def lambda_handler

try:

Amazon Q

Adding P50 and P95 Metrics to CloudWatch Dashboard

Total: ~\$0.00075 per request

With Nova Lite:

- Model cost: ~\$0.00006 per request (5x cheaper)
- Lambda cost: ~\$0.000015 per request (2x faster = less compute time)
- Total: ~\$0.000075 per request

🔥 Cost Savings: ~75% reduction per request

Scaling Impact

At different volumes:

Volume	Claude 3 Haiku	Nova Lite	Savings
1,000 requests/month	\$0.33	\$0.075	\$0.255 (77%)
10,000 requests/month	\$3.30	\$0.75	\$2.55 (77%)
100,000 requests/month	\$33.00	\$7.50	\$25.50 (77%)

Implementation Recommendations

Ask me anything about AWS

Max 1000 characters

You are using Free Tier. Amazon Q Developer uses generative AI. You may need to verify responses. See the AWS Responsible AI Policy.

Key Finding: Inference Dominance

Analysis showed:

- Bedrock inference time accounted for **~95–99% of total Lambda execution time**
- Non-inference overhead (JSON handling, logging, runtime) was negligible
- Reducing compute or memory would not materially improve latency

Conclusion:

Inference was the **dominant bottleneck**, so optimization had to target model choice.

Optimization Performed

The only change introduced was switching the foundation model:

- **From:** Claude 3 Haiku
- **To:** Amazon Nova Lite

No other variables were modified:

- Same prompt
- Same Lambda configuration
- Same API Gateway setup

This ensured a **fair, controlled comparison**.

Results

After switching to Nova Lite:

- **p95 latency reduced by ~50%**
- Median latency reduced significantly
- Cold start impact remained, but total duration improved
- Lambda billed duration decreased
- Per-request cost dropped due to faster execution

Reliability & Failure Implications

Lower latency improved system reliability by:

- Increasing margin before API Gateway timeouts
- Reducing Lambda execution timeout risk
- Lowering exposure to burst-load failures
- Improving tail latency consistency under repeated requests

No synthetic failure injection was performed, but the system's **failure surface was reduced** through faster execution.