

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.

The screenshot shows the AWS API Gateway Integrations page. On the left, the navigation menu includes 'APIs', 'Custom domain names', 'Domain name access associations', 'VPC links', 'Develop' (with 'Routes', 'Authorization', 'Integrations' selected), 'CORS', 'Reimport', and 'Export'. Under 'Deploy', there are 'Stages' and 'Monitor' sections. The main content area displays 'Routes for genai-api' with a search bar and a list containing '/genai'. Below this is a table for the 'Integration details for route' for the POST /genai route. The table includes columns for 'Lambda function' (latency-baseline-genai (us-east-1)), 'Integration ID' (q38c62j), 'Description' (empty), 'Payload format version' (2.0 (interpreted response format)), 'Invoke permissions' (empty), and 'Timeout' (30000). Buttons for 'Detach integration' and 'Manage integration' are at the top right of the table.

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

The screenshot shows the AWS CloudShell interface. The terminal window displays a curl command being executed:

```
$ curl -X POST https://e69qwex9v5.execute-api.us-east-1.amazonaws.com/genai
{"response": "Cloud latency refers to the delay or latency experienced when accessing or using cloud-based services, applications, or data due to the physical distance between the user and the cloud infrastructure.", "total_execution_ms": 1255.9}
```

The CloudShell interface includes tabs for 'CloudShell' and 'Feedback', and a toolbar with icons for CloudShell, Feedback, and Console Mobile App. The status bar at the bottom shows the date and time (29-12-2025) and system information (46°F, Cloudy).

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

Screenshot of the AWS CloudWatch Log Management interface showing log events for the "latency-baseline-genai" log group. The interface includes a sidebar with navigation links like CloudWatch, Log Management, Application Signals (APM), Infrastructure Monitoring, Logs, Metrics, Network Monitoring, and CloudShell. The main area displays log events with columns for Timestamp and Message. A message at the top indicates the log group has been created. The log events show a sequence of API invocations, including INIT_START, START, Request received, Bedrock inference time, Total Lambda execution time, END, and REPORT requests.

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

Screenshot of the AWS CloudShell interface showing repeated API invocations. The user runs a bash script that performs 10 curl POST requests to the "genai" endpoint. The CloudShell interface includes tabs for CloudShell, Feedback, and Console Mobile App. The terminal output shows the command being run and the resulting JSON responses from the API, which contain latency and execution time data. The AWS navigation bar at the top includes Cloud AI Project Mentorship, CloudWatch, and LinkedIn.

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

This screenshot shows the AWS CloudWatch Log Management interface. The left sidebar navigation includes 'CloudWatch' (selected), 'Favorites and recent', 'AI Operations', 'GenAI Observability', 'Application Signals', 'Infrastructure Monitoring', 'Logs' (selected), 'Log Management', 'Log Anomalies', 'Live Tail', 'Logs Insights', 'Contributor Insights', and 'Metrics'. The main content area is titled 'Log events' and displays a table of log entries. The table has columns for 'Timestamp' and 'Message'. The first message is 'No older events at this moment. [Retry](#)'. Subsequent messages show the initialization process (INIT_START, START RequestId) followed by inference requests (Request received, Bedrock inference time). One message details a long execution duration (619.03 ms) and high memory usage (1023 MB). The bottom of the page shows standard AWS navigation and status bars.

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

This screenshot shows the AWS CloudWatch Log Management interface, identical to the one above but for a different Lambda function. The left sidebar navigation is the same. The main content area is titled 'Log events' and displays a table of log entries. The first message is 'START RequestId: 9da3d245-9cc9-4889-9dc8-5e846e74c4bc Version: \$LATEST'. Subsequent messages show the 'Request received', 'Bedrock inference time', and 'Total Lambda execution time' for each request. The execution times are consistently around 650-660 ms, indicating no cold start overhead. The bottom of the page shows standard AWS navigation and status bars.

Screenshot of the AWS CloudWatch Logs Insights console showing a query results page.

Logs Insights Query:

```
Logs Insights QL
Run query Cancel Save Schedule query History
```

Completed. Query executed for 1 log group.

Logs (1)

Logs (1)

Showing 1 of 1 records matched ⓘ
61 records (5.5 kB) scanned in 1.2s @ 49 records/s (4.5 kB/s)

Hide histogram

#	bin(5m)	avgInitMs	maxInitMs
1	2025-12-30T07:50:00.000-05:00	495.16	495.16

Facets (5) Info

Facets are automatically extracted from log fields based on the selected time range, up to the past 30 days. Select facets and click run to execute your query.

Facet Name

Facet Name	Events
@aws.region(1)	61
@data_format(1)	61
@data_source_name(1)	61
@data_source_type(1)	61
severityText(0)	0

CloudWatch Metrics & Metrics Insights

CloudShell Feedback Console Mobile App

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31°F Mostly cloudy

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

Screenshot of the AWS CloudWatch Dashboards console showing a baseline dashboard for latency analysis.

genai-latency-baseline

Duration

Milliseconds

855
854
854

07:45 08:00 08:15 08:30

Duration

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

#	: bin(5m)	: avgInitMs	: maxInitMs
1	2025-12-30T07:50:00.000-05:00	495.16	495.16

CloudWatch Metrics & Metrics Insights

CloudShell Feedback Console Mobile App

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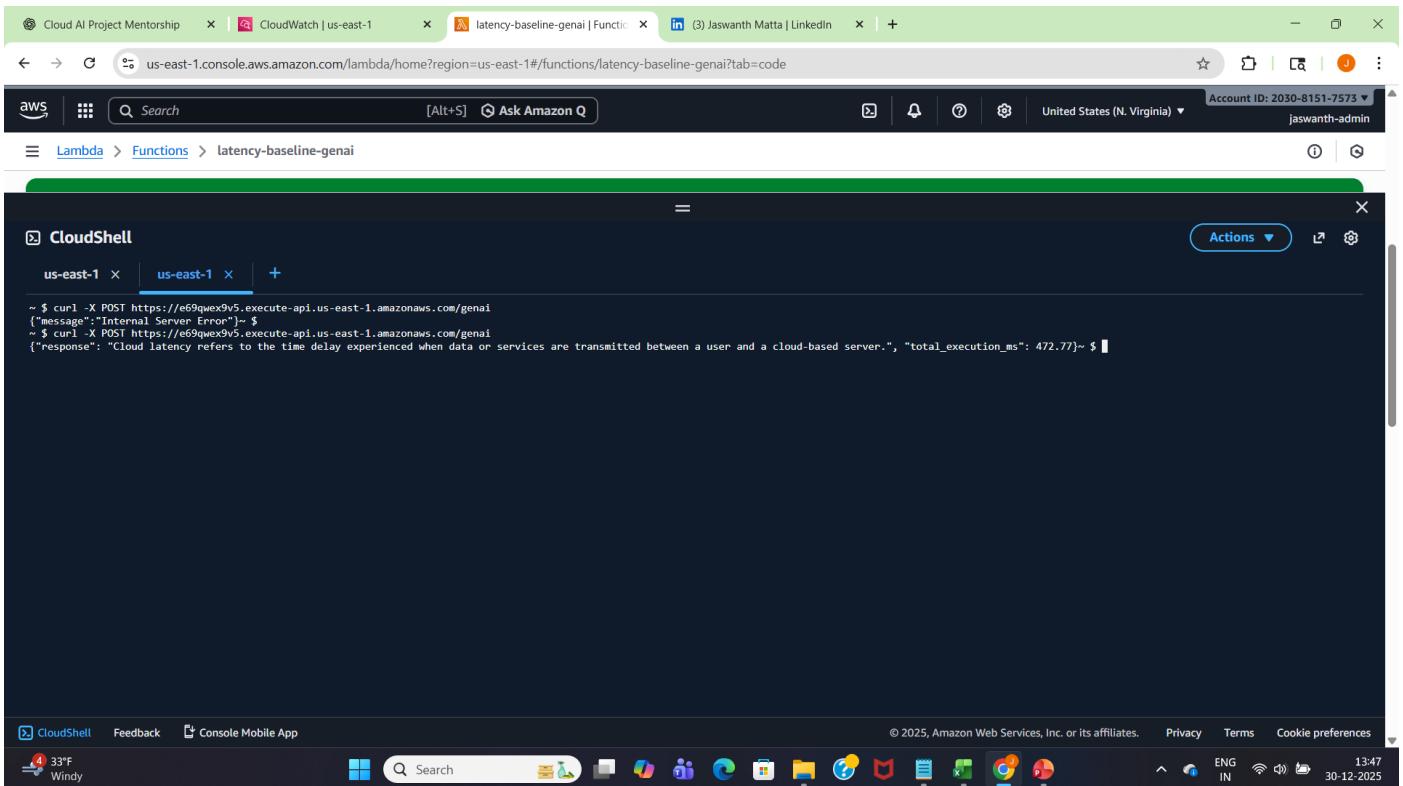
CloudWatch Metrics & Metrics Insights

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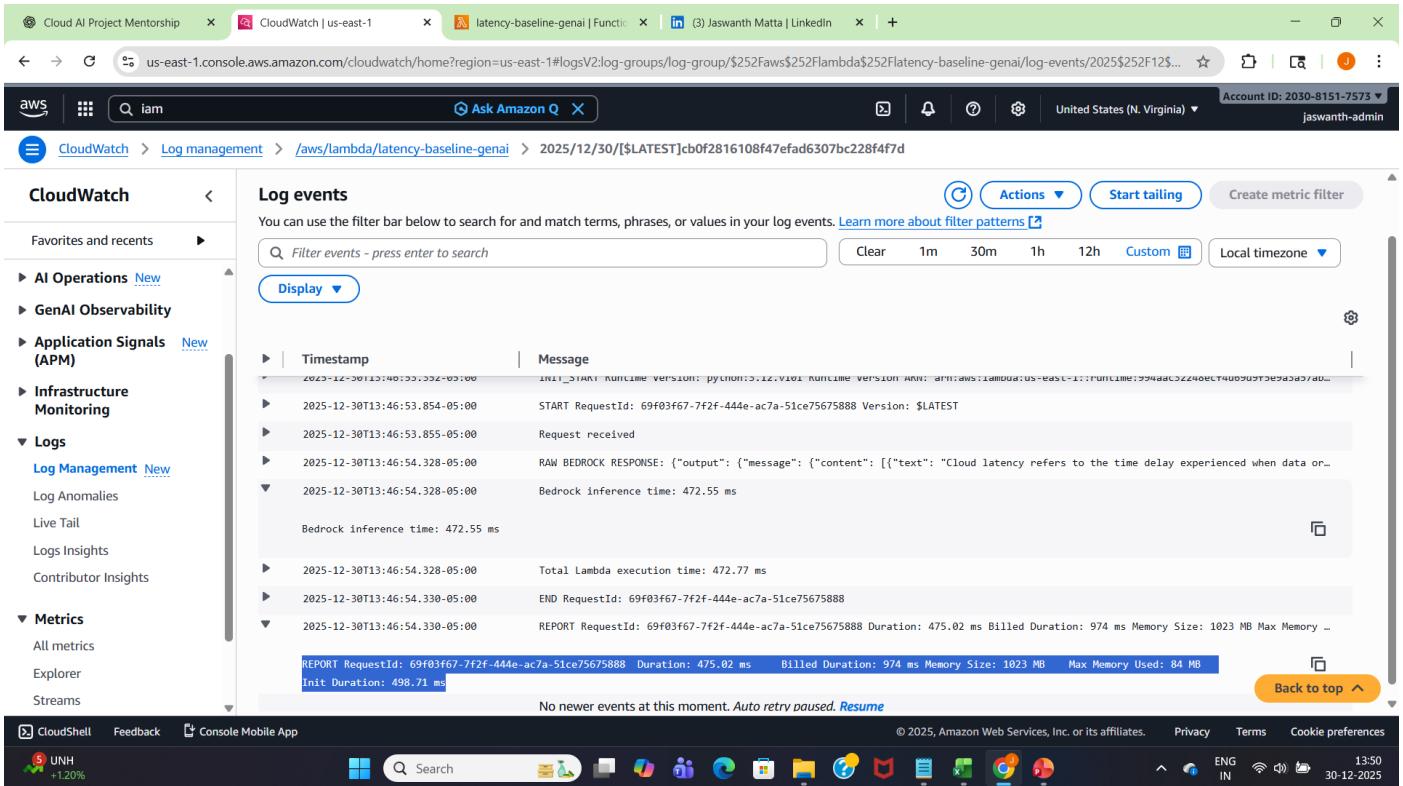
API invocation using Amazon Nova Lite demonstrating reduced end-to-end execution latency compared to the baseline model.



The screenshot shows the AWS Lambda CloudShell interface. A terminal window titled 'us-east-1' is open, displaying the following curl command output:

```
~ $ curl -X POST https://e69qwe9v5.execute-api.us-east-1.amazonaws.com/genai
{"message": "Internal Server Error"}
~ $ curl -X POST https://e69qwe9v5.execute-api.us-east-1.amazonaws.com/genai
{"response": {"cloud_latency": "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}}~ $
```

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



The screenshot shows the AWS CloudWatch Log Management interface. The left sidebar shows navigation options like CloudWatch, AI Operations, Infrastructure Monitoring, Logs, and Metrics. The main area displays 'Log events' for the path /aws/lambda/latency-baseline-genai. The log entries show the following details:

Timestamp	Message
2025-12-30T13:46:53.854-05:00	INIT START RUNTIME VERSION: python:3.12.v101 RUNTIME VERSION AWS: arm:aws:lambda:us-east-1:runtime:99488c522408ct400595759898987700...
2025-12-30T13:46:53.855-05:00	START RequestId: 69f03f67-7f2f-444e-ac7a-51ce75675888 Version: \$LATEST
2025-12-30T13:46:54.328-05:00	Request received
2025-12-30T13:46:54.328-05:00	RAW BEDROCK RESPONSE: {"output": {"message": {"content": [{"text": "Cloud latency refers to the time delay experienced when data or services are transmitted between a user and a cloud-based server."}}]}}
2025-12-30T13:46:54.328-05:00	Bedrock inference time: 472.55 ms
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
2025-12-30T13:46:54.330-05:00	Init Duration: 498.71 ms

At the bottom, a message states: "No newer events at this moment. Auto retry paused. [Resume](#)".

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

The screenshot shows a browser window with several tabs open. The tabs include 'Cloud AI Project Mentorship', 'CloudWatch | us-east-1', 'latency-baseline-genai | Function', and 'CloudShell'. The main content area is a CloudShell terminal window titled 'us-east-1' with the command prompt 'us-east-1 ~\$'. Inside the terminal, a script is running that uses curl to make multiple POST requests to a Lambda function endpoint. The output of the script is displayed, showing the results of each request, including error messages and response details. The terminal window has a dark theme and includes an 'Actions' dropdown menu. At the bottom of the browser window, there is a standard Windows taskbar with various pinned icons and system status indicators like battery level and network connection.

```
$ curl -X POST https://e69qwe9x5.execute-api.us-east-1.amazonaws.com/genai {"message":"Internal Server Error"}~$ ~ $ curl -X POST https://e69qwe9x5.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://e69qwe9x5.execute-api.us-east-1.amazonaws.com/genai > done {"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": 380.21}{"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": 392.29}{"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": 304.04}{"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": 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 a browser window with tabs for 'Cloud AI Project Mentorship', 'CloudWatch | us-east-1', 'latency-baseline-genai | Function', and 'CloudShell'. The main content is the 'Log events' section of the CloudWatch Logs console. On the left, there is a navigation sidebar with sections like 'CloudWatch', 'Logs', 'Metrics', 'AI Operations', 'GenAI Observability', 'Application Signals', 'Infrastructure Monitoring', and 'Metrics'. The 'Logs' section is currently selected. The main area displays log events in a table format. The columns are 'Timestamp' and 'Message'. The log entries show the execution of a Lambda function, starting with the initialization of the runtime environment and followed by multiple requests from the CloudShell terminal. The log entries are timestamped from December 30, 2025, at 46:53 to 46:54. The log viewer interface includes a filter bar, time range controls (1m, 30m, 1h, 12h, Custom), and a 'Create metric filter' button. At the bottom right of the log viewer, there is a 'Back to top' button. The browser taskbar at the bottom shows standard icons and system status.

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:994aac32248ecf4d69d9f5e9a3a57ab...
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 services are transmitted between a user and a cloud-based server."}]}}
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
	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 ...
	REPORT RequestId: 69f03f67-7f2f-444e-ac7a-51ce75675888 Duration: 475.02 ms Billed Duration: 974 ms Memory Size: 1023 MB Max Memory Used: 84 MB Init Duration: 498.71 ms

Cloud AI Project Mentorship | CloudWatch | us-east-1 | latency-baseline-genai | Functions | (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\$...

aws iam Ask Amazon Q Account ID: 2030-8151-7573 United States (N. Virginia) jaswanth-admin

CloudWatch Log management /aws/lambda/latency-baseline-genai 2025/12/30/{\$LATEST}cb0f2816108f47efad6307bc228f4f7

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

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

Cloud AI Project Mentorship | Dashboards | genai-latency-baseline | latency-baseline-genai | Functions | (3) Jaswanth Matta | LinkedIn

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

aws iam Ask Amazon Q Account ID: 2030-8151-7573 United States (N. Virginia) jaswanth-admin

CloudWatch Dashboards genai-latency-baseline

genai-latency-baseline ▾ ⚡ Autosave: Off

Duration 1h 3h 12h 1d 3d 1w Custom Local timezone

Milliseconds 493 300 107 Duration

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

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	2025-12-30T13:35:00.000-05:00	475.23	512.8
3	2025-12-30T13:25:00.000-05:00	532.17	532.17

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

Successfully updated the function **latency-baseline-genai**.

Layers (0)

API Gateway

+ Add destination

+ Add trigger

Code Test Monitor Configuration AI

Code source Info

Open in Visual Studio Code Upload from

EXPLORER

LATENCY-BASELINE-GENAI

lambda_function.py

```
11 def lambda_handler
12     try:
13         pass
14     except:
15         pass
```

CloudShell Feedback Console Mobile App

Ask me anything about AWS

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

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

Successfully updated the function **latency-baseline-genai**.

Layers (0)

API Gateway

+ Add destination

+ Add trigger

Code Test Monitor Configuration AI

Code source Info

Open in Visual Studio Code Upload from

EXPLORER

LATENCY-BASELINE-GENAI

lambda_function.py

```
11 def lambda_handler
12     try:
13         pass
14     except:
15         pass
```

CloudShell Feedback Console Mobile App

Ask me anything about AWS

Amazon Q

Adding P50 and P95 Metrics to CloudWatch Dashboard

- Total: ~\$0.000055 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

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ENG IN 14:12 30-12-2025

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.