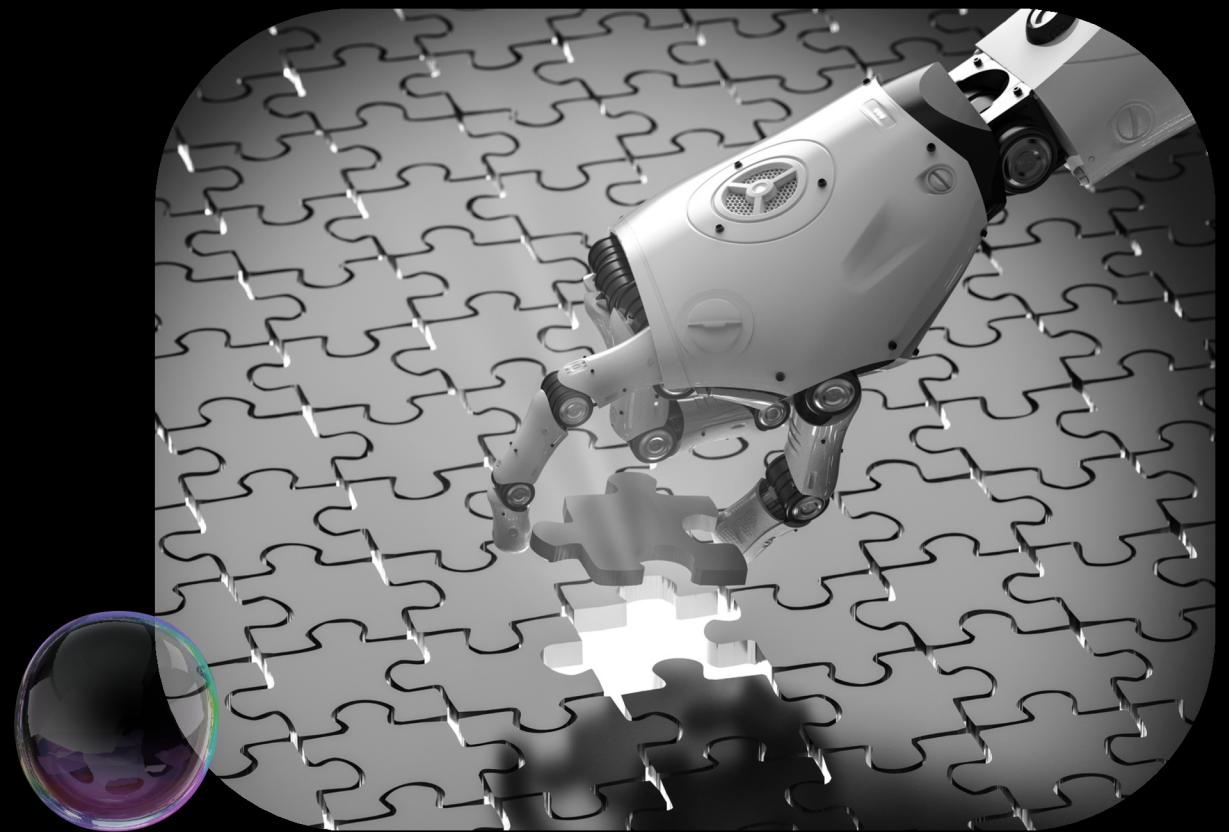


Azure Mastery: Building Smarter Bots

GPT models



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Katerina Chernevskaya





GPT

Definition

GPT stands for **Generative Pre-trained Transformer**.

Let's break down what each part means:

Generative: Creates new content based on what it has learned.

Pre-trained: Trained on large amounts of text before you use it.

Transformer: A technology that helps the model understand and generate text by focusing on how words relate to each other.

In short, GPT is a system that uses past training to generate text in a smart and context-aware way.



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GPT model

Definition

A GPT model is a specific version of the GPT technology that has been trained to generate human-like content (text, image, video, voice). It's an instance of the GPT framework, fine-tuned on large datasets to handle various text-based tasks, such as answering questions, creating content, and more.

In simple terms, it's a ready-to-use tool that applies the GPT framework to perform language tasks effectively.



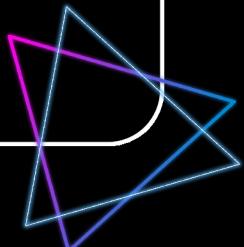
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GPT model

Use cases

GPT models are versatile tools used across various fields. They excel in **creating** and **adapting** content for digital marketing, **transforming** complex text for broader accessibility, and **assisting** in software development through code generation and explanation. Additionally, these models can **analyze** large datasets efficiently and enhance educational and interactive voice applications, demonstrating their capability to boost productivity and creativity in diverse professional scenarios.



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Azure OpenAI Services models

GPT-4o
GPT-4o-mini

GPT-4 Turbo

GPT-3.5

Embeddings

DALL-E

Whisper

Text to speech
(preview)



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Azure OpenAI Services models



How to choose model

- **Region Availability:** Check if the model is available in your Azure region to comply with data governance and latency requirements.
- **Performance Requirements:** Evaluate the model's speed and accuracy. Larger models like GPT-4 Turbo provide higher accuracy but may be more resource-intensive.
- **Cost Consideration:** Assess the financial implications of using more advanced models. Larger models generally incur higher costs, so align your choice with your budget constraints.



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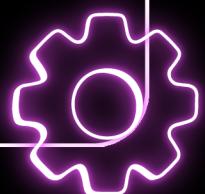


Azure OpenAI Services models



How to customize model

- **Prompt Engineering** involves crafting prompts to enhance the relevance and accuracy of AI responses, utilizing in-context learning to optimize performance.
- **Retrieval Augmented Generation (RAG)** integrates external data into AI prompts, enhancing the relevance and accuracy of responses by grounding them in an updated knowledge base.
- **Fine-tuning** is an iterative process where a model is specifically trained on a set of data to improve performance on related skill, enabling more tailored responses to specific topics.



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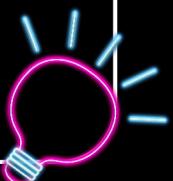


Azure OpenAI Services models



Tips for working with models

- **Evaluate Responses:** Regularly assess the relevance and accuracy of the model's outputs. Use validation datasets to measure performance and make adjustments.
- **Experiment with Various Models:** Test different models or configurations to determine which best meets your needs.
- **Iterative Adjustments:** Refine prompts and settings based on test results to enhance performance.
- **Monitor Updates:** Stay updated with the latest model versions and enhancements. Newer models may offer improved accuracy and additional features.



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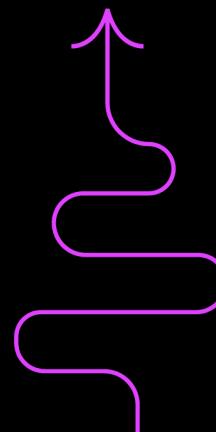
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Key Terms

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