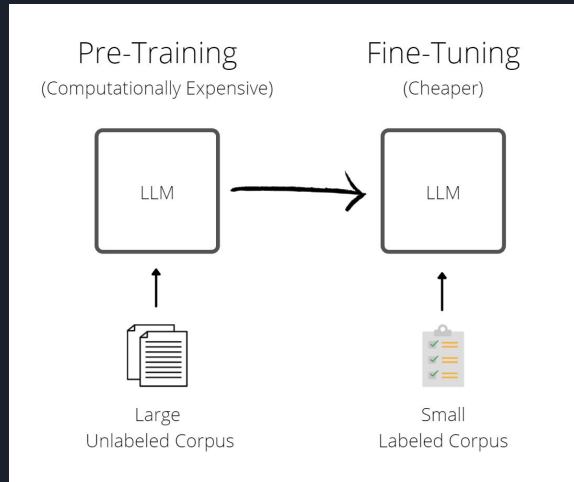
A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light green color. They are positioned diagonally, with the blue one in front of the green one.

# What is Fine Tuning and how to use it

How to use Generative AI to Create Content

# Fine tuning LLMs is cheaper and faster

- Provided LLMs or Foundational models, are pretrained on a large amount of data. Fine tuning refines those weights and adjusts it to be good at your specific use case
- This can make a general LLM (like GPT 3.5) good at a specific use case (writing blog articles) or use new information that isn't publicly available





# How to Fine Tune an AI Model

Fine Tuning is a straightforward process that includes steps such as

- Choosing a pretrained model like GPT-3 or 3.5
- Putting together a dataset that are specific to your task, this is called a fine tuning set
- Begin training the AI model with the new fine tuning set
- Repeat steps 2 and 3 until you get the desired output consistently from the newly trained model



# Fine Tuning with OpenAI API

- OpenAI provides APIs for fine tuning a GPT-3.5 model. This requires some experience with programming to call the API and begin the fine tuning process
- Fine tuning is near instant with a small amount of data and takes gradually longer depending on the number of training examples
- You can use these fine tuned LLMs interchangeably with regular LLMs on the OpenAI platform
- Knowing how to use shell commands makes this easy



# Use Cases of a Fine Tuned AI

Fine tuning can be used with use cases like

- Customer Support tasks like responding to requests from internal customer services documents
- Translation into a new language that might not be publicly available
- Generating Content tasks such as writing in a specific style



# When not to Fine Tune

Fine Tuning covers a lot of use cases but isn't perfect for every use case. Some of these are

- Small datasets, larger datasets generally provide better results for fine tuned models
- Data changes quickly, this means that you need to constantly update the fine tuned models
- Simpler methods might solve the problem