Fine-tuning in Generative AI refers to the process of taking a pre-trained model and adjusting its parameters on a specific dataset to improve its performance for a particular task or domain. This helps the model generate more relevant and accurate outputs based on specialized knowledge or context.

**Scenario:**

You have a general GPT model, but you want it to generate better product descriptions for your clothing store. You fine-tune the model on a dataset of existing product descriptions from your store.

**Steps:**

1. **Collect a Dataset**: Gather a collection of product descriptions that match the style and tone you want the model to replicate.
2. **Fine-tuning**: Use the dataset to fine-tune the model, adjusting its weights so it better understands the language and structure of product descriptions.
3. **Generate Product Descriptions**: Once fine-tuned, the model can generate new, high-quality product descriptions based on input prompts like "Generate a description for a red leather jacket."