Key Metrics and Evaluation Methods for RAG











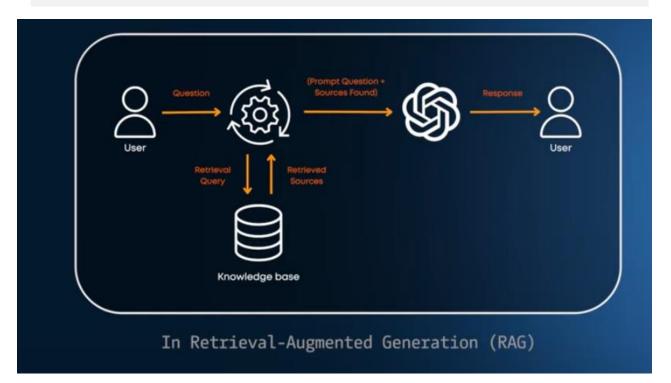


13,165 views Nov 21, 2024 #ai #rag #llm

Build Your First Scalable Product with LLMs: https://academy.towardsai.net/courses. Master LLMs and Get Industry-ready Now: https://academy.towardsai.net/?ref=1f... Our ebook: https://academy.towardsai.net/courses...

Video 2/10 of the "From Beginner to Advanced LLM Developer" course by Towards AI (linked above).

The most practical and in-depth LLM Developer course out there (~90 lessons) for software developers, machine learning engineers, data scientists, aspiring founders or Al/Computer Science students. We've gathered everything we worked on building products and Al systems and put them into one super practical industry-focused course. Right now, this means working with Python, OpenAI, Llama 3, Gemini, Perplexity, LlamaIndex, Gradio, and many other amazing tools (we are unaffiliated and will introduce all the best LLM tool options). It also means learning many new non-technical skills and habits unique to the world of LLMs.













WHY IS EVALUATION IMPORTANT?

ANSWER:

Can be the difference between a nice demo and a highly useful LLM tool or product.





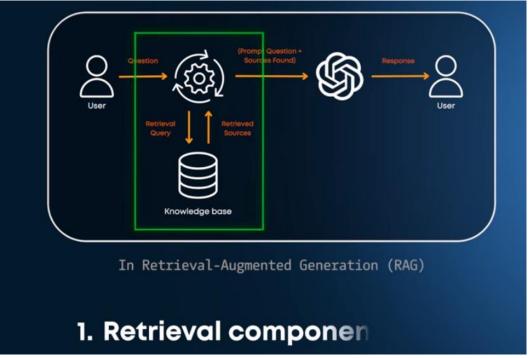
customer service bot

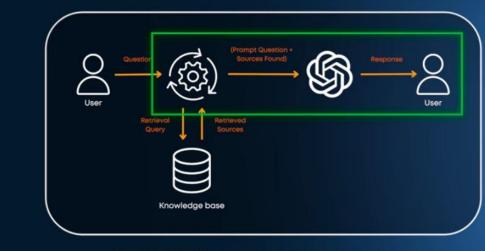
research tool

Benefits of Evaluation

- More reliable and effective AI solutions
- Al solutions that can be shipped to production







In Retrieval-Augmented Generation (RAG)

- 1. Retrieval component
- 2. Answer generation



- i. Precision
- ii. Recall
- iii. Hit Rate
- iv. Mean Reciprocal Rank (MRR)
- v. Normalized Discounted **Cumulative Gain (NDCG)**

Knowledge Base

i. Precision

Precision =

(True Positives)

(True Positives + False Positives)

- Useful to ensure highly relevant information retrieval
- Useful for critical applications like medical diagnosis

ii. Recall

Recall =

(True Positives)

(True Positives + False Negatives)

- Crucial where missing key information can be costly

i.e. Legal research

iii. Hit Rate

- Proportion of queries for which at least one relevant document is retrieved within the top few results
- System's ability to find relevant documents

iv. Mean Reciprocal Rank (MRR)

MRR = $(1/Q) * \Sigma (1/rank of the first relevant document)$

where:

Q = total number of queries

- Useful for systems where users prioritize top results

v. Normalized Discounted Cumulative Gain (NDCG)

- Takes relevance and the ranking of retrieved documents into account
- Useful where the order of results matters

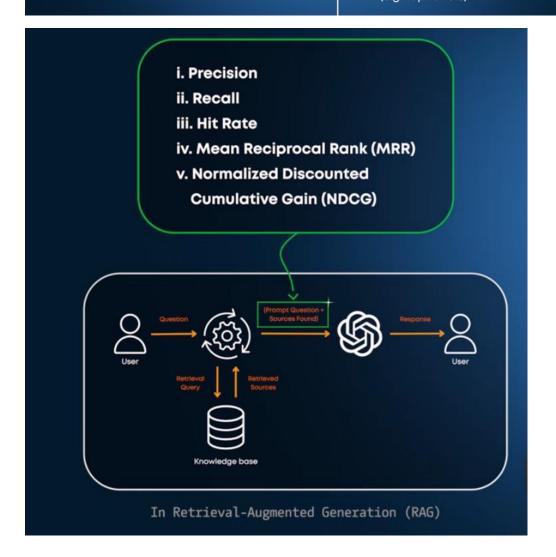
i.e. Recommendation systems

MRR

- MRR is key for systems where top document rank matters most
- i.e. Search engines (e.g. top 1-3 Google results)

NDCG

- NDCG measures ranking quality of all documents by considering both relevance and order
- Ideal for applications like Recommendation systems where the entire list is important (e.g. top 10 lists)



2. GENERATION METRICS



- i. Faithfulness
- ii. Answer Relevancy
- iii. Answer Correctness

i. Faithfulness

Hint:

Question: Where and when was Einstein born?

Context: Albert Einstein (born 14 March 1879) was a German-born theoretical physicist, widely held to be one of the greatest and most influential scientists of all time.

High faithfulness answer: Einstein was born in Germany on 14th March 1879. Low faithfulness answer: Einstein was born in Germany on 20th March 1879.

- Measures the integrity of the answer
- Ensure responses reflect accurate, relevant document information without errors

ii. Answer Relevancy

Hint:

Question: Where is France and what is it's capital?

Low relevance answer: France is in western Europe.

High relevance answer: France is in western Europe and Paris is its capital.

- Evaluate answer's relevance to original query
- Ensure system generates pertinent responses

iii. Answer Correctness

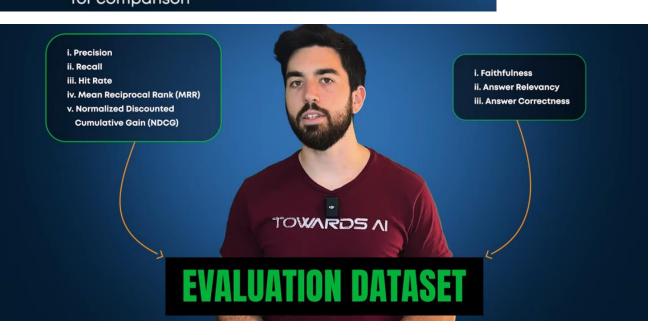
Hint:

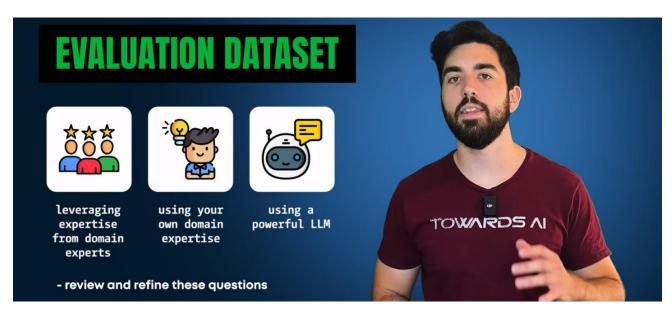
Ground truth: Einstein was born in 1879 in Germany.

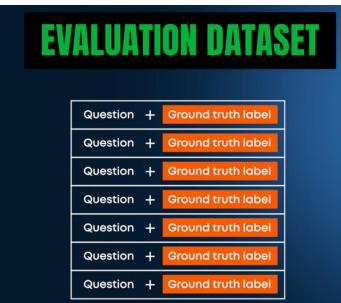
High answer correctness: In 1879, Einstein was born in Germany.

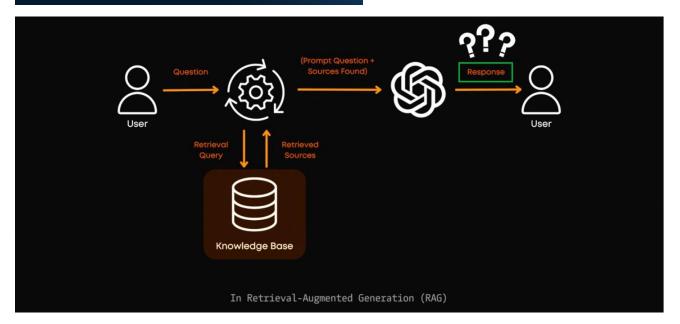
Low answer correctness: Einstein was born in Spain in 1879.

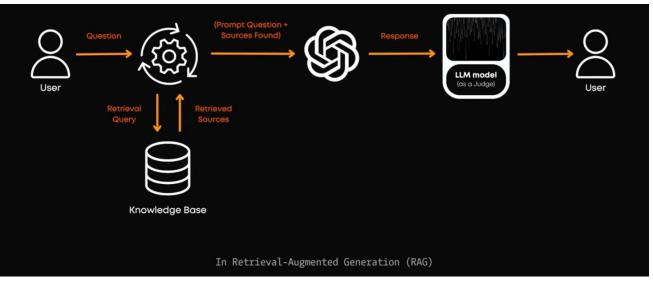
- Assess if the answer aligns with a given query's reference answer
- Useful with ground truth answers for comparison







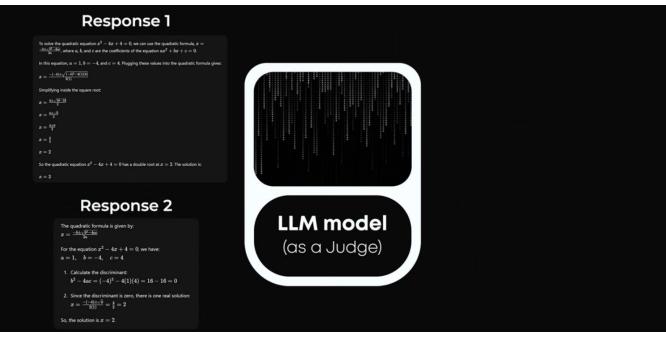




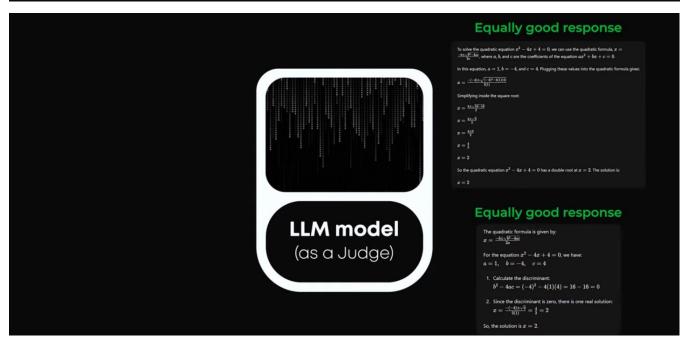




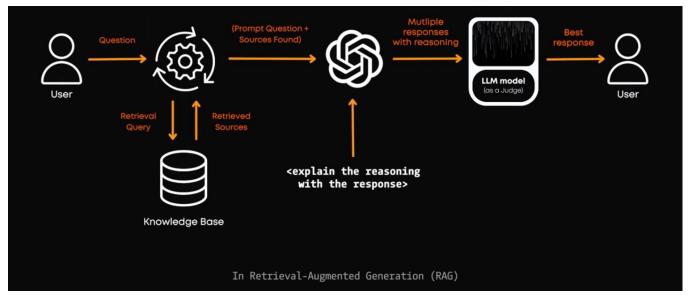
PAIRWISE COMPARISON

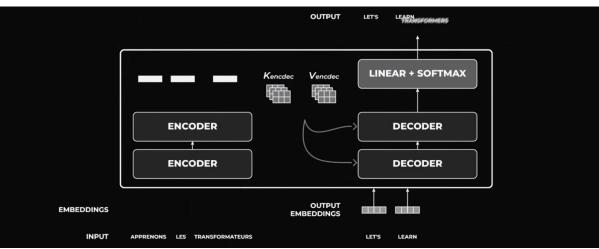


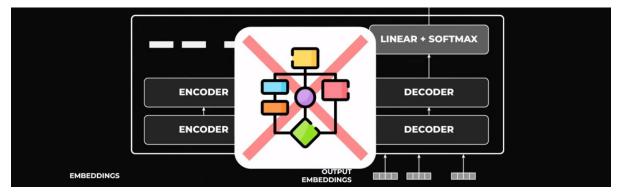




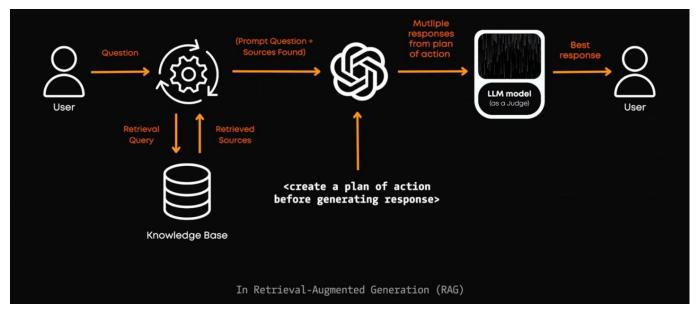
CHAIN-OF-THOUGHT APPROACH







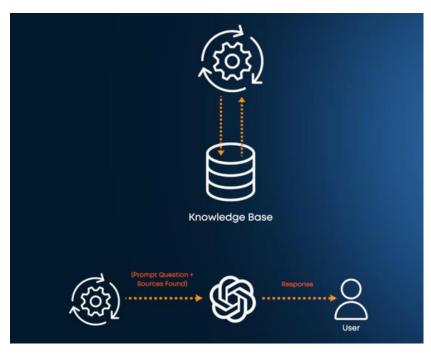
LLMs don't think like humans, you need to ask it to explain its rational for making the conclusions







Try to make the responses similar in length when passing them to the LLM judge for comparison

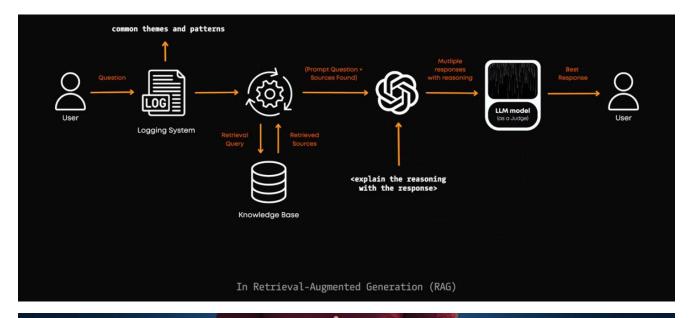




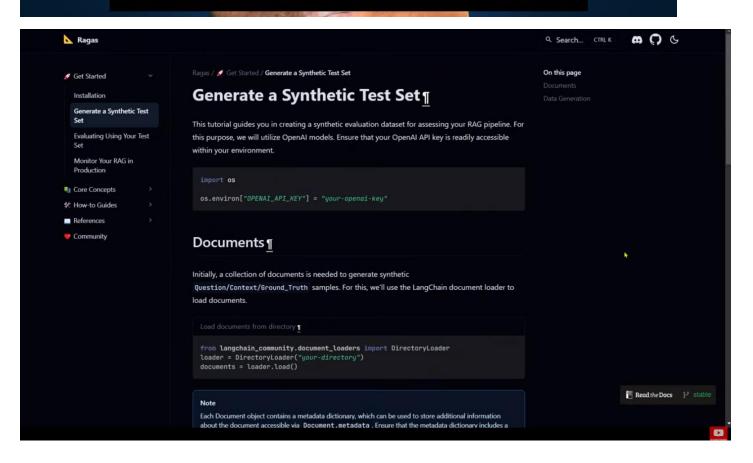
UNDERSTANDING YOUR USERS' ACTUAL NEEDS

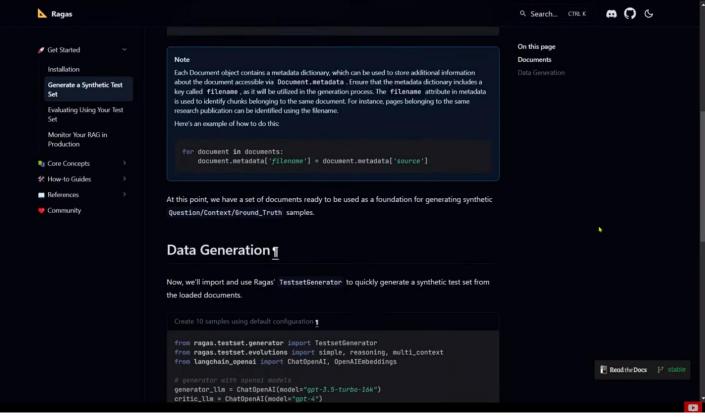
EFFECTIVE WAY TO UNDERSTAND USERS NEEDS

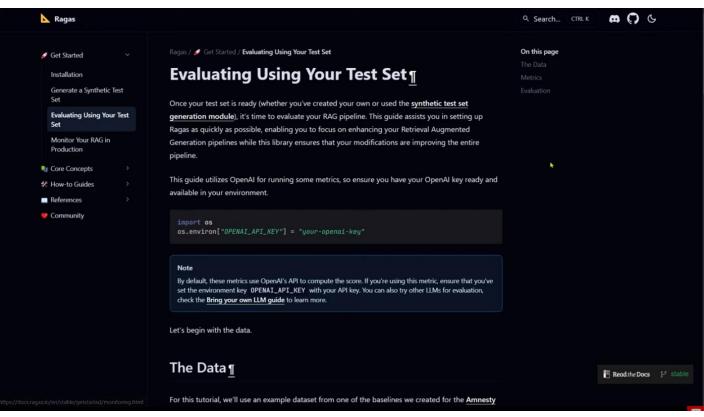
- Logging user queries
- Analyzing user queries

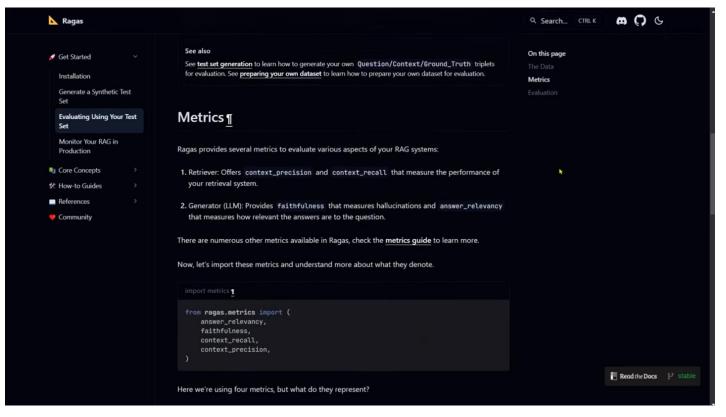


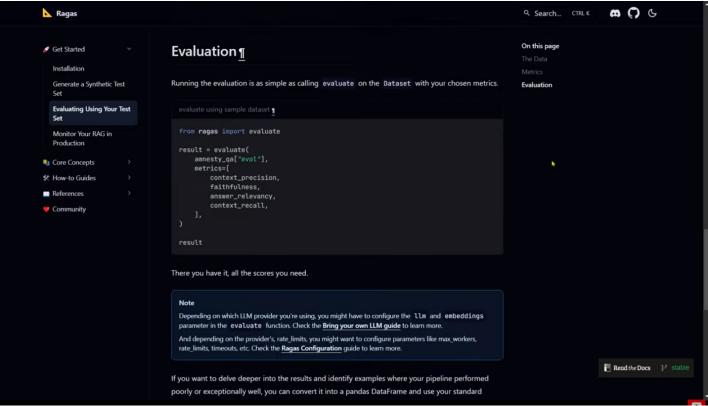
IMPLEMENT THE EVALUATION PROCESS











HUMAN EVALUATION

Importance of Human Evaluation

- Human judgment is best for assessing factors like,
 - Fluency
 - Naturalness of responses
 - Usefulness in real-world scenarios
- Users are the best for evaluation, via A/B testing or paying them