Enhancing AI Search with Machine Learning

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Machine learning (ML) is at an inflection point

Key drivers: Compute capacity increase | Data growth | Model sophistication



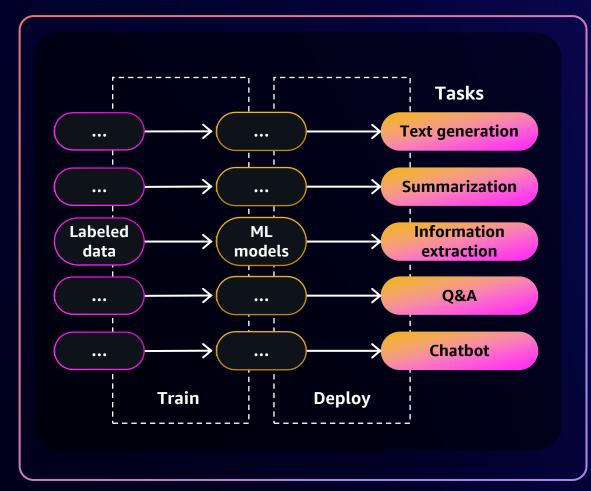
Question: What is generative artificial intelligence (AI)?

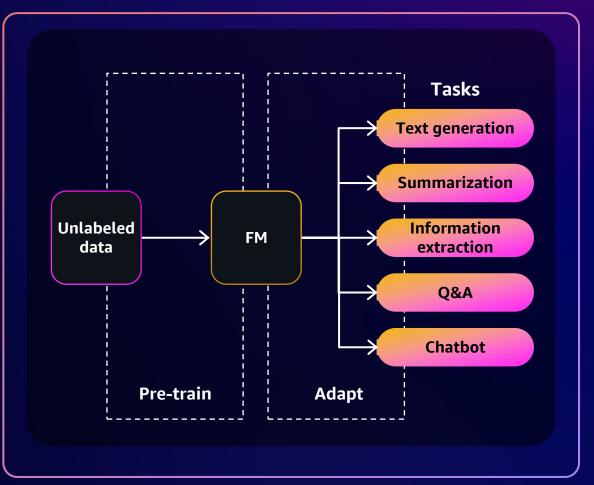
- Creates new content and ideas, including conversations, stories, images, videos, and music
- Powered by large models that are pre-trained on vast corpora of data and commonly referred to as foundation models (FMs)





How foundation models differ from other ML models?





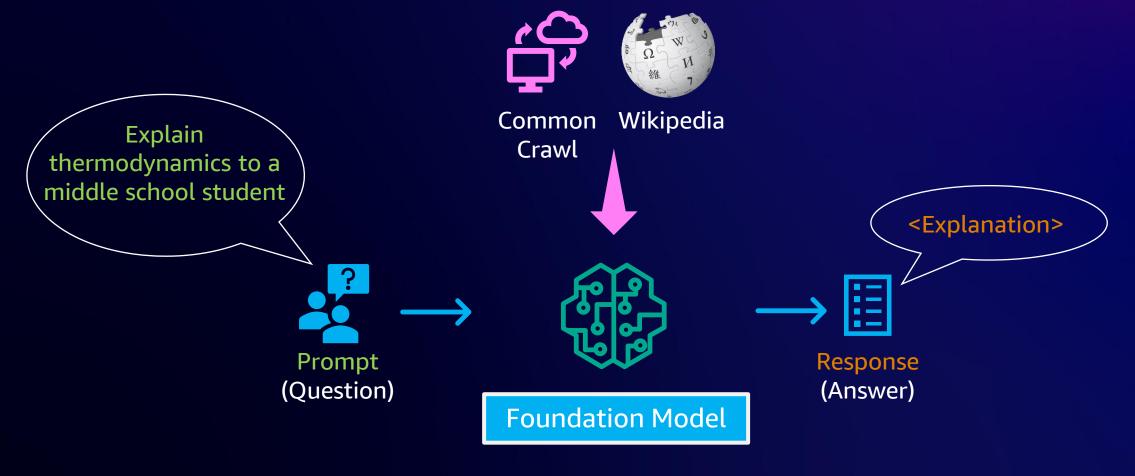
Traditional ML models

Foundation models



What are inputs & outputs of foundation models?

Initial pre-training



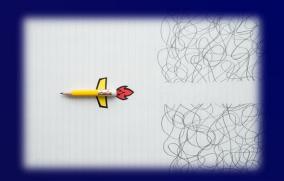
Let's say we want to know...

 Which are the products that got the best reviews on XYZ platform in last 15 days?



Hallucination

Who won the India vs Afghanistan 2024 T20 championship?



Knowledge Cutoff

Large Language Model Limitations



How can we customize a foundation model?

Fine-tune

Instruction-based fine-tuning

Domain specific unlabeled dataset **Further** pre-train

Domain adaptation

Domain specific unlabeled dataset **Embeddings Prompt** Prompt with context

Information Retrieval



Vector store

Documents



Machine Learning Model (Embedding)

Vector Embedding Space Dev ready and Operationalized

Images



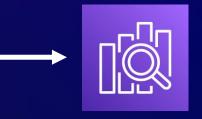
Amazon Bedrock

Dense Vector Encodings

0.3, 2.1, 0, 0.9, 1.0,...

1.3, 8.1, 0, 4.6, 3.6,...

7.3, 1.1, 0, 2.9, 1.0,..



Vector Database

Audio





RAW Data

Vector store



Dev ready and Operationalized



Query:

+
Context:

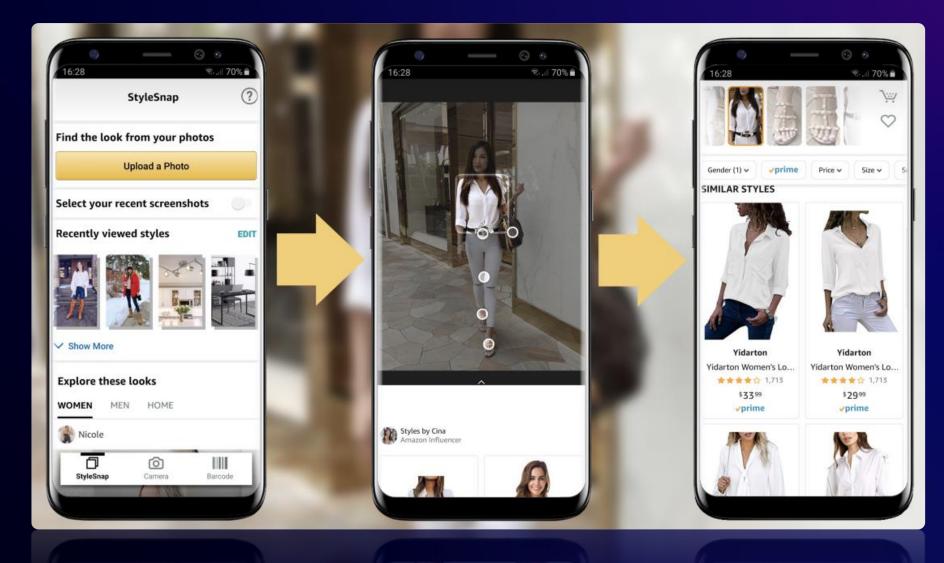


Vector Database

Response

Retrieval-Augmented Generation (RAG)

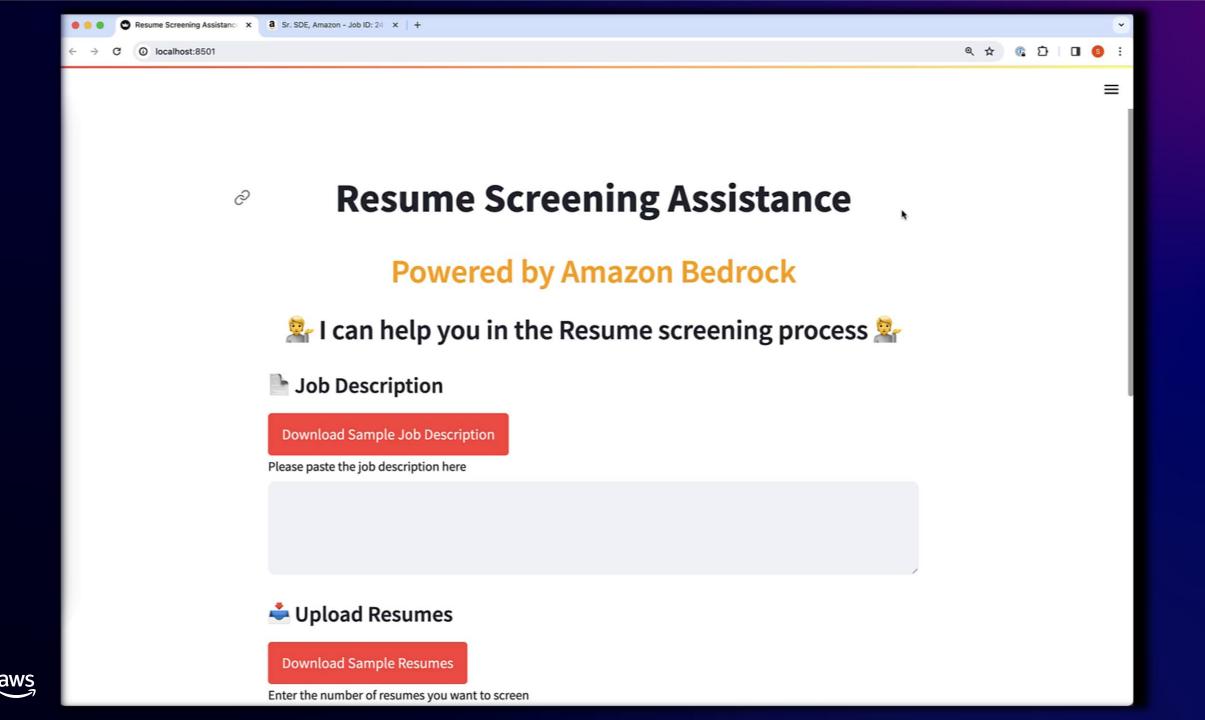
Visual Search



Let's build it: Resume Screening



000LL010170000



Let's build it: Resume Screening



Job Description

No. of resumes you want?





Amazon Bedrock

from langchain.llms.bedrock import Bedrock
from langchain.chains.summarize import load_summarize_chain

llm = Bedrock()
chain = load_summarize_chain(llm,..)

summary = chain.run(relavant docs)



Bunch of Resumes



Amazon Bedrock (Embedding)

0.3, 2.1, 0, 0.9, 1.0,...

1.3, 8.1, 0, 4.6, 3.6,.

7.3, 1.1, 0, 2.9, 1.0,..



Vector Database

Dense Vector Encodings

from langchain.vectorstores.pgvector import PGVector
vectorstore = PGVector.from documents(...)





https://bit.ly/3SmHjbk



Vector Embeddings and RAG Demystified: Leveraging Amazon Bedrock, Aurora, and LangChain - Part 1

Revolutionize big data handling and machine learning applications.

 data-engineering
 (machine-learning)
 (vector-database)
 (generative-ai)
 (ai-ne)



Suman Debnath

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Ever wondered how music apps suggematch your taste? To understand ho just stored in tables and rows but is

Vector Embeddings and RAG Demystified: Leveraging Amazon Bedrock, Aurora, and LangChain - Part 2

Explore the transformative world of vector embeddings in AI, and learn how Amazon Bedrock, Amazon Aurora, and LangChain revolutionize data handling and machine learning applications.





Suman Debnath

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Welcome to the second part of our enlightening journey in the world of vector embeddings. In the <u>first part</u> of this series, we laid the groundwork by exploring the essentials of vector embeddings, from their fundamental concepts to their storage and indexing methods. We learned about the transformative role these embeddings play in Al and machine learning, and we started to scratch the surface of how tools like **Amazon Bedrock** and **LangChain** can be utilized to harness the power of these embeddings.

As we continue our exploration, we will dive deeper into the practical aspects of vector embeddings. We're shifting our focus to few of the vector storage solutions available on AWS and how they can be used effectively to store and manage your embeddings.

We'll discuss how services like <u>Amazon Aurora</u> can be optimized for vector storage, providing you with the know-how to make the most of AWS's robust infrastructure. Moreover, we'll see how <u>LangChain</u>, an innovative tool introduced in <u>Part 1</u>, plays a pivotal role in bridging the gap between vector embeddings and LLMs, making the integration process seamless and straightforward.

By the end, you will have a comprehensive understanding of the practical applications of vector embeddings in AWS environments.

Vector Databases on AWS

AWS offers various services for selecting the right vector database, such as <u>Amazon Kendra</u> for low-code solutions, <u>Amazon OpenSearch</u> Service for NoSQL enthusiasts, and <u>Amazon RDS/Aurora</u> PostgreSQL for SQL users.

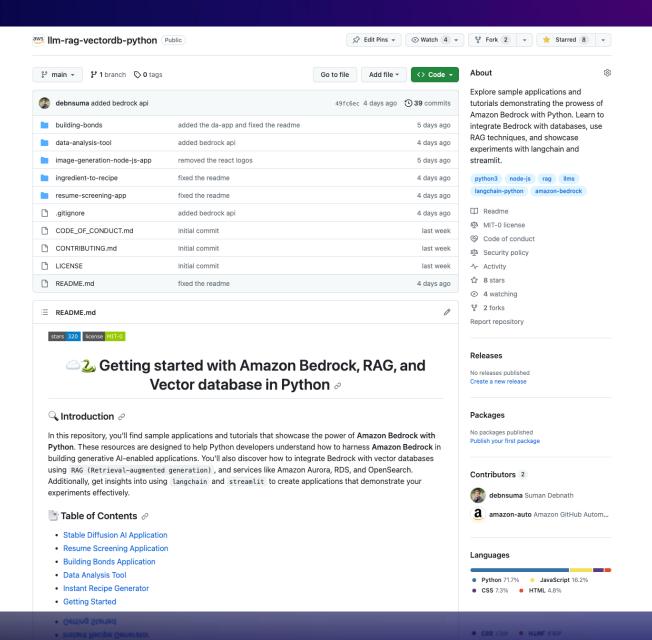
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solutions, Amazon OpenSearch Service for NoSQL enthusiasts, and Amazon RDS/Aurora PostgreSQL for



https://bit.ly/3Q3amy0





APPLICATIONS THAT LEVERAGE FMs





Amazon Q in Amazon Connect



GENERATIVE AI STACK





Amazon Bedrock –



Guardrails | Agents | Customization Capabilities



SageMaker

INFRASTRUCTURE FOR FM TRAINING & INFERENCE









GPUs Trainium Inferentia SageMaker





UltraClusters EFA EC2 Capacity Blocks Mitro Meuron











THANK YOU

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