

MEASURING THE MIND OF MACHINES

BENCHMARKS
DON'T JUST
MEASURE PROGRESS.
THEY SHAPE IT.

A COMPREHENSIVE GUIDE TO AI MODEL BENCHMARKING



LARGE
LANGUAGE
MODELS



MULTIMODAL
MODELS



VISION &
SPEECH
SYSTEMS



RECOMMENDATION
ENGINES



AUTONOMOUS
AGENTS



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MATT HSIEH



Measuring the Mind of Machines

A Comprehensive Guide to AI Model Benchmarking

Steve Publications

This book is available at <https://leanpub.com/measuringthemindofmachines>

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A Comprehensive Guide to AI Model Benchmarking

This book is a complete, practical, and technically rigorous treatment of how to evaluate modern artificial intelligence systems. It covers the theory, methodology, implementation, and future of benchmarking large language models, multimodal models, vision and speech systems, recommendation engines, and autonomous agents. Whether you are a graduate student learning the foundations, a researcher designing new evaluation protocols, or an ML engineer building production monitoring pipelines, this book provides the knowledge, code, and critical perspective needed to measure AI capabilities accurately and responsibly. The central argument is simple but consequential: benchmarks do not merely reflect progress; they shape what AI systems become. Getting measurement right is not optional.

Introduction: The Measurement Problem

In early 2025, a leading AI lab announced that its new model had achieved an unprecedented 94 percent accuracy on MMLU, one of the most widely cited benchmarks for language model capability. The press release called it a “breakthrough in artificial general intelligence.” Within weeks, independent researchers showed that at least 29 percent of the benchmark questions had been present in the model’s training data in some form. When evaluated on a contamination-free variant, the same model scored 81 percent. The breakthrough was still real. It was just not as large as advertised.

This story repeats across the field. Benchmarks that once differentiated cutting-edge models from mediocre ones become saturated as frontier systems approach or exceed human-level performance. New benchmarks emerge to fill the gap, only to face the same lifecycle: adoption, contamination, saturation, obsolescence. The phenomenon is not a bug in AI research; it is a feature of how measurement works. When you define success narrowly enough that models can optimize for it, they will do exactly that.

The stakes are higher than inflated press releases. Benchmarks guide billions of dollars in research investment, shape regulatory frameworks, influence hiring decisions at tech companies, and feed public narratives about what AI can and cannot do. A benchmark that overstates capability risks premature deployment of unsafe systems. A benchmark that understates it may delay beneficial applications or misdirect research toward the wrong problems. When benchmarks measure the wrong thing, or measure it poorly, the entire field moves in the wrong direction.

The Stakes of Getting It Wrong

Consider three concrete cases where benchmark failures led to real-world consequences.

First: a healthcare startup trained a diagnostic assistant on medical literature and evaluated it using accuracy on a public medical question-answering dataset. The model achieved 92 percent accuracy, well above the published human baseline. In clinical trials with actual patients, however, the system made critical errors in edge cases that were underrepresented in the benchmark data. The dataset had been constructed from textbook-style questions; real patients present symptoms in messy, incomplete ways. The benchmark measured knowledge recall, not diagnostic reasoning under uncertainty.

Second: a financial institution deployed an automated credit scoring model evaluated on historical loan data. The offline metrics looked excellent, but the model systematically disadvantaged applicants from certain neighborhoods. The training data reflected decades of biased lending decisions; the accuracy metric rewarded replicating those patterns. The benchmark measured predictive performance, not fairness.

Third: a large tech company released a language model that scored state-of-the-art on every major safety benchmark. Within months, users discovered jailbreak prompts that made the same model generate instructions for building weapons and synthesizing dangerous chemicals. The safety benchmarks tested known attack patterns; the model had been optimized to refuse those specific prompts while remaining vulnerable to novel ones. The benchmarks measured robustness to past attacks, not general safety.

In each case, the models were evaluated rigorously. The problem was not negligence; it was a gap between what the benchmark measured and what mattered in practice. This gap is the central challenge of AI evaluation.

What Benchmarking Is (and Is Not)

“Benchmarking” is used loosely across the field to mean several related but distinct activities. Precision about terminology matters, because each activity has different requirements, methods, and failure modes.

Offline evaluation refers to measuring model performance on a fixed dataset, typically before deployment. This includes academic benchmarks like MMLU, HumanEval, or WebArena, as well as internal test sets maintained by companies. Offline evaluation is cheap, fast, and easily automated, but it measures performance in controlled conditions that may not reflect real-world complexity.

Online evaluation measures model performance with real users in production. A/B testing, canary deployments, and shadow mode evaluations all fall under this umbrella. Online evaluation captures genuine user behavior and business impact, but it is expensive, slow, and ethically constrained: you cannot deploy a harmful model to thousands of users just to see what happens.

Red teaming is adversarial testing designed to find failures that standard benchmarks miss. It includes both manual exploration by security researchers and automated attack generation. Red teaming is essential for safety evaluation but does not provide comprehensive coverage; it finds vulnerabilities, not guarantees.

Continuous monitoring tracks model performance over time in production, detecting drift, degradation, or emergent failure modes. This is the long-term counterpart to one-shot evaluation. A model that passes all pre-deployment tests can still fail once deployed if the data distribution changes or if users interact with it in unforeseen ways.

These activities form a spectrum from controlled and cheap (offline benchmarks) to realistic and expensive (online evaluation). Good AI systems require all of them, not just one.

The Feedback Loop

Benchmarks do more than measure; they shape. When a benchmark becomes influential, researchers optimize for it. This creates a feedback loop:

1. A new benchmark is introduced that measures some desirable capability.
2. Researchers and companies develop models optimized for that benchmark.
3. Performance on the benchmark rises rapidly as optimization techniques improve.
4. The benchmark saturates; top models achieve near-perfect scores.
5. The benchmark ceases to differentiate between good and better models.
6. A new benchmark is introduced, and the cycle repeats.

This loop has accelerated dramatically since 2020. Benchmarks that took years to saturate in the classical machine learning era are now saturated in months or weeks. The Stanford AI Index reports that on Humanity's Last Exam,

a benchmark explicitly designed to be difficult for current AI systems, frontier models gained 30 percentage points in a single year. What was once considered a long-term challenge became tractable almost overnight.

The feedback loop also shapes what capabilities get developed. If the most influential benchmarks measure multiple-choice knowledge and mathematical reasoning, those are the capabilities that receive the most research attention. Capabilities that are harder to benchmark (long-horizon planning, nuanced social interaction, creative problem-solving in open domains) receive less attention, not because they are unimportant but because they are harder to measure.

This is the core insight of this book: **what you measure is what you get**. If we want AI systems that are safe, fair, reliable, and aligned with human values, we need benchmarks that actually measure those properties. Not proxies for them. Not approximations that look good on paper but fail in practice. Real measurements that hold up under scrutiny.

How to Read This Book

This book is organized into twelve chapters plus a conclusion, designed to take you from foundational concepts through advanced research and production practices. The chapters build on each other, but they are written to be modular; if you already know the basics, you can jump directly to the chapters most relevant to your work.

Chapters 1-4 establish the theoretical and methodological foundation: what evaluation means, how to design datasets, what metrics to use, and how to ensure reproducibility. These chapters are essential reading for anyone doing serious benchmarking work.

Chapters 5-7 cover the major model families: language models, advanced LLM evaluation techniques, and multimodal systems. Each chapter surveys the landscape of existing benchmarks, analyzes their strengths and weaknesses, and explains the methodology behind them.

Chapter 8 addresses specialized domains where requirements differ significantly from general-purpose evaluation: code generation, scientific reasoning, healthcare, law, finance, and low-resource languages.

Chapters 9-10 cover critical dimensions that are often treated as

afterthoughts but should be central to any evaluation strategy: fairness, bias, safety, and agent systems.

Chapter 11 bridges the gap between research and production, covering continuous evaluation, monitoring, A/B testing, and the unique challenges of evaluating models in real-world settings.

Chapter 12 synthesizes everything into a practical guide for designing new benchmarks for emerging capabilities.

The conclusion looks forward to the future of AI evaluation: what challenges lie ahead as systems become more capable, how regulation will shape benchmarking standards, and why measurement must remain a central concern.

Throughout the book you will find code examples in Python that demonstrate how to implement the concepts discussed. These are not toy snippets; they are production-quality implementations that you can run, modify, and integrate into your own workflows. The code is organized as complete projects with dependency specifications, configuration files, tests, and documentation.

Prerequisites: this book assumes familiarity with basic machine learning concepts (training, validation, testing, overfitting) and Python programming. It does not assume prior expertise in benchmarking or evaluation methodology. Mathematical notation is used where it adds clarity but is always accompanied by intuitive explanations.

The goal of this book is not just to teach you how to evaluate AI models. It is to help you think critically about what evaluation means, why it matters, and how to do it well. Because in the end, the quality of our measurements determines the quality of our AI systems.

Chapter 1: Foundations of AI Evaluation

Before we can evaluate an AI system, we must answer a seemingly simple question: what are we trying to measure? The answer is not straightforward. “Intelligence,” “capability,” “safety,” and “fairness” are abstract concepts that resist easy quantification. When we build a benchmark, we make choices about how to translate these abstractions into concrete tests. Those choices determine what the benchmark measures, what it misses, and ultimately how useful it is.

This chapter establishes the theoretical foundation for all subsequent discussion. We explore the philosophy of measurement in AI, taxonomies of evaluation approaches, the lifecycle of a benchmark from design to retirement, the properties that make benchmarks good or bad, and the common pathologies that undermine evaluation efforts.

The Philosophy of Measurement in AI

Measurement is not neutral. Every act of measurement involves choices: what to measure, how to measure it, what counts as evidence, and what level of precision is sufficient. These choices are value-laden, even when we pretend they are not.

In psychometrics, the field that developed methods for measuring intelligence and other latent traits in humans, a central concept is **construct validity**: the extent to which a test actually measures the theoretical construct it claims to measure. An IQ test has good construct validity if it measures general cognitive ability rather than, say, test-taking skill or cultural familiarity. The same concept applies to AI evaluation.

When we evaluate a language model on MMLU, what are we measuring? The benchmark’s name suggests “multitask language understanding.” But the actual tasks are multiple-choice questions spanning fifty-seven subjects. A model could achieve a high score by memorizing patterns in the question

format without truly understanding the underlying concepts. It could exploit statistical regularities in the answer distributions. It could have seen similar questions during training. Each of these strategies would inflate the score without reflecting genuine language understanding.

This is not unique to MMLU. Every benchmark suffers from some gap between the construct it intends to measure and what it actually measures. The goal of good evaluation is not to eliminate this gap entirely (that is impossible) but to understand it, minimize it where possible, and be explicit about it.

Operationalization is the process of defining an abstract construct in terms of concrete, measurable operations. When we operationalize “mathematical reasoning” as performance on GSM8K (grade school math word problems), we make several implicit assumptions: that solving these problems requires genuine reasoning rather than pattern matching, that the problems are representative of mathematical reasoning more broadly, and that the evaluation metric (exact match on the final answer) captures what matters.

Each assumption can fail. Models have been shown to solve GSM8K problems by memorizing solution templates rather than reasoning through them. The problems cover a narrow slice of mathematics (elementary arithmetic with natural language framing). And exact-match evaluation penalizes models that arrive at the correct answer through valid reasoning but express it differently.

A rigorous approach to measurement requires us to make these assumptions explicit, test them empirically, and acknowledge their limitations. This means treating benchmark scores not as absolute truths but as evidence, valuable but fallible evidence, that must be interpreted in context.

Taxonomies of Evaluation

The space of AI evaluation approaches is vast. Organizing it into a taxonomy helps clarify the trade-offs between different methods and guides the choice of evaluation strategy for a given purpose.

One fundamental distinction is between **offline** and **online** evaluation, discussed briefly in the introduction. Offline evaluation uses fixed datasets evaluated before or independently of deployment. Online evaluation measures performance with real users in production environments.

Offline evaluation offers reproducibility, speed, and low cost. You can run the same benchmark on multiple models under identical conditions and compare results directly. This makes it ideal for research comparisons and development-time decisions. The downside is external validity: does performance on the benchmark predict performance in the real world?

Online evaluation has high external validity by construction: if users are satisfied, the model works. But online evaluation is expensive (requiring traffic and infrastructure), slow (needing sufficient samples for statistical significance), and ethically constrained. You cannot deploy a potentially harmful model to thousands of users just to see what happens.

A second distinction is between **intrinsic** and **extrinsic** evaluation. Intrinsic evaluation measures performance on the task the model was explicitly trained for. If you train a sentiment classifier, intrinsic evaluation measures its accuracy on classifying sentiment. Extrinsic evaluation measures how the model's outputs affect downstream tasks. If you use that sentiment classifier as part of a customer feedback analysis pipeline, extrinsic evaluation measures whether the overall pipeline produces useful insights.

Extrinsic evaluation is more relevant to real-world impact but harder to conduct: it requires building and measuring entire systems, not just individual components. Many AI research papers report only intrinsic metrics because they are easier to measure, even though extrinsic performance is what ultimately matters.

A third distinction is between **task-based** and **capability-based** evaluation. Task-based evaluation measures performance on specific, well-defined tasks: translate this document, classify these emails, generate code for this function. Capability-based evaluation attempts to measure more general abilities: reasoning ability, knowledge breadth, instruction-following capacity.

Task-based benchmarks are concrete and unambiguous but narrow. A model that excels at one task may fail at another even if both require similar underlying capabilities. Capability-based benchmarks try to capture broader abilities but face the construct validity problem: how do you define “reasoning” precisely enough to measure it?

Modern evaluation frameworks like HELM (Holistic Evaluation of Language Models) from Stanford attempt to combine these perspectives. HELM evaluates models across 42 scenarios spanning multiple task types, using seven metric dimensions: accuracy, calibration, robustness, fairness, bias, toxicity,

and efficiency. This multidimensional approach provides a more complete picture than any single benchmark.

The Benchmark Lifecycle

Benchmarks are not static artifacts; they go through a lifecycle from conception to retirement. Understanding this lifecycle helps explain why benchmarks behave the way they do and how to design ones that remain useful longer.

Phase 1: Design. A new capability gap is identified: existing benchmarks cannot differentiate between models on some important dimension. Researchers define the construct to be measured, operationalize it into concrete test items, collect or generate data, and establish evaluation protocols. Good design requires careful thought about what the benchmark should measure, what population it should represent, and how it will be scored.

Phase 2: Adoption. The benchmark is published with documentation, code, and initial results on existing models. If it fills a real gap, the community adopts it. Papers cite it, companies report scores on their leaderboards, and it becomes part of the standard evaluation suite.

Phase 3: Optimization. Researchers develop techniques specifically to improve performance on this benchmark. This is not inherently bad; optimization drives progress. But as models become better optimized for the benchmark, the correlation between benchmark score and genuine capability may weaken.

Phase 4: Saturation. Top models achieve near-perfect or near-human performance. The benchmark no longer differentiates between good and better models. At this point it becomes useful only as a baseline check: if a new model cannot match the saturation score, something is wrong.

Phase 5: Contamination. As benchmarks become publicly available, their data appears in training corpora for subsequent models. Models can achieve high scores through memorization rather than generalization. The benchmark loses its validity as an out-of-sample test.

Phase 6: Retirement or Revision. The benchmark is either retired (no longer reported on) or revised (new questions added, contamination removed, difficulty increased). Revision extends the lifecycle but introduces new challenges: how do you compare scores across versions?

The classic GLUE benchmark for natural language understanding followed this lifecycle almost exactly. Introduced in 2018 with eleven tasks, it was rapidly saturated by 2020. Its successor SuperGLUE attempted to extend the lifecycle with harder tasks, but even that was saturated within a year. By 2023, neither was widely reported on for frontier models.

Understanding this lifecycle is crucial for interpreting benchmark scores. A high score on a new benchmark may reflect genuine capability or early-stage optimization opportunity. A high score on an old benchmark may reflect memorization rather than understanding. Context matters.

Key Properties of Good Benchmarks

What makes a benchmark good? Different stakeholders have different priorities: researchers want discriminative power, companies want reliability for decision-making, regulators want coverage of safety and fairness dimensions. But there are several properties that any serious benchmark should aim for:

Validity. Does the benchmark measure what it claims to measure? This is the most important property. A perfectly reliable benchmark that measures the wrong thing is worse than useless; it gives false confidence. Validity has multiple facets: construct validity (does it measure the intended theoretical concept?), content validity (does it cover the relevant domain adequately?), and predictive validity (does performance predict real-world outcomes?).

Reliability. Does the benchmark produce consistent results? If you run the same evaluation twice on the same model, do you get similar scores? Reliability depends on factors like dataset size (larger datasets reduce variance), task clarity (ambiguous tasks introduce noise), and evaluation metrics (some metrics are more stable than others).

Robustness. Is the benchmark resistant to gaming? A robust benchmark cannot be easily exploited by models that optimize for the score without genuinely improving the underlying capability. This includes resistance to contamination, format exploitation, and other shortcut strategies.

Fairness. Does the benchmark treat different groups equitably? For benchmarks involving human subjects or social categories, this means avoiding systematic bias against particular demographics. For model evaluation more broadly, it means not favoring models from specific families due to quirks in the benchmark design.

Transparency. Is the benchmark’s methodology fully documented? Good benchmarks publish their data sources, construction procedures, evaluation protocols, and limitations. This enables independent verification and helps users interpret scores correctly.

Scalability. Can the benchmark be run efficiently at scale? Benchmarks that require hours of human annotation per model become impractical as the number of models to evaluate grows. Automated or semi-automated evaluation is essential for ongoing use.

Timeliness. Does the benchmark remain relevant as technology evolves? A benchmark designed for 2020-era models may not capture the capabilities or failure modes of 2026 systems. Good benchmarks are either continuously updated or explicitly scoped to a particular era.

No single benchmark optimizes all these properties simultaneously. Trade-offs are inevitable: more thorough human evaluation increases validity but decreases scalability; broader coverage may decrease depth in any one area. The art of benchmark design is balancing these trade-offs for the intended use case.

Common Pitfalls and Pathologies

Even well-intentioned benchmarks can fail in systematic ways. Recognizing these pathologies helps you both design better benchmarks and interpret existing ones more critically.

Benchmark overfitting. When models are trained or fine-tuned specifically to maximize performance on a particular benchmark, the score ceases to reflect general capability. This is sometimes called “goodharting” after Goodhart’s Law: “When a measure becomes a target, it ceases to be a good measure.” Overfitting can be intentional (explicitly training on benchmark data) or incidental (optimizing for benchmarks that correlate with the training objective).

Data contamination. As discussed earlier, when benchmark data appears in training corpora, models can achieve high scores through memorization. Contamination is particularly problematic for public benchmarks whose questions and answers are widely available online. Detection methods include n-gram matching between training data and benchmarks, perplexity-based tests (contaminated samples have lower perplexity), and kernel divergence

measures. Mitigation strategies include creating contamination-free variants like MMLU-CF, using dynamic benchmarks that generate new questions on the fly, and maintaining private test sets.

Evaluation bias. Benchmarks can systematically favor certain model architectures or training approaches. For example, a benchmark with short multiple-choice questions may favor models optimized for discriminative tasks over generative models. A coding benchmark focused on Python may not capture capability in other languages. These biases are often subtle and hard to detect without careful analysis.

Single-metric fallacy. Reducing model performance to a single number obscures important trade-offs. Model A might score higher overall but be significantly worse on safety metrics than Model B. Composite scores that average across many dimensions can mask catastrophic failure in any one area. Good evaluation reports multidimensional results and resists the temptation to reduce everything to a leaderboard ranking.

Cherry-picking. Selectively reporting only favorable benchmarks while omitting unfavorable ones creates a distorted picture of model capability. This is particularly common in marketing materials but also appears in academic papers that emphasize positive results. A complete evaluation should report performance across a representative suite of benchmarks, not just the ones where the model excels.

Neglecting uncertainty. Benchmark scores are estimates with uncertainty, especially for smaller datasets or stochastic models. Reporting point estimates without confidence intervals implies false precision. Statistical testing is necessary to determine whether observed differences between models are meaningful or could arise by chance.

These pathologies are not theoretical concerns; they appear regularly in practice. A critical approach to benchmarking involves actively checking for each of them and designing safeguards against their effects.

Summary

This chapter has established the conceptual foundation for AI evaluation. We have seen that measurement is never neutral: every benchmark makes choices about what to measure and how, and those choices determine what the benchmark reveals and conceals. We explored taxonomies of evaluation approaches,

the lifecycle of benchmarks from design to retirement, the properties that make benchmarks useful, and the common failures that undermine them.

The key takeaway is this: benchmarking is not a mechanical exercise. It requires careful thought about what you are trying to measure, explicit acknowledgment of limitations, and ongoing vigilance against pathologies that distort results. The rest of this book builds on these foundations, exploring how to apply these principles to specific model types, evaluation methods, and practical scenarios.

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Cross-Modal Generation

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Chapter 8: Specialized Domain Benchmarks

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Chapter 9: Fairness, Bias, and Safety

Evaluation

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Defining Fairness

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Bias Measurement

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Toxicity and Harm Detection

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Safety Benchmarks

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Value Alignment and Preference Elicitation

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Chapter 10: Agent and System-Level Benchmarking

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Defining Agent Capabilities

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Agent Benchmarks

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Chapter 11: Production Benchmarking and Monitoring

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Online vs Offline Evaluation

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A/B Testing and Deployment Strategies

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Continuous Benchmarking Pipelines

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Performance Metrics

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Distributed Benchmarking

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Production Monitoring Dashboards

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Chapter 12: Designing New Benchmarks

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Identifying Evaluation Gaps

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Benchmark Design Process

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Stress Testing Your Benchmark

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Community Building and Adoption

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Conclusion: The Future of AI Evaluation

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Emerging Frontiers

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The Role of Regulation

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A Call for Rigor

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Final Thoughts

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Glossary of Terms

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Appendix A: Statistical Formulas Quick Reference

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Classification Metrics

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Confidence Intervals

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Hypothesis Testing

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Calibration Metrics

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Sample Size for A/B Testing

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Effect Sizes

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Appendix B: Command-Line Cheat Sheet

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Environment Setup

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Running Standard Benchmarks

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vLLM Serving and Benchmarking

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RAGAS Evaluation

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Statistical Testing in Python

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Docker for Reproducible Environments

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