Why XML or What are the Advantages of XML?

1) Using XML we can create our own Markup.

For Ex:

If working for a e-commerce application we can create an order XMl which has a

<orderID>123</orderId>
<shippingAddress>Some Address</shippingAddress>

2)The second and the major advantage of XML is that
  it carries data as well as metadata

By looking at 123 in the example above and the element wrapping it - orderId, we know that it is order id.

Looking at the shippingAddress element we know that
  it wraps address information.

3) The third and major advantage of XML is that it
  follows certain welformedness rules.so we have to
  make sure the applications that are producing xml
  have to make sure that they are sending in clean
and welformed XML.If not applications processing the XML will reject the XML.

We can also validate the data using XML Schemas.

Example:

When amazon sends the order information we can validate the data against a schema file which we have
  agreed to before these applications are developed
  and intergrated.

Summary:

1) Using XML we can create custom markup

2) This will have both data as well as the meta data which allows the application to exchange and make sense of the data.

3)XML also should be welformed and can be validated against a schema file.