We saw that a Model takes an Input and gives an Output. The input can be an image or a text, but it will be always a series of numbers. This is powerful because it means that we can apply Machine Learning to everything representable with numbers.   
An image is a table of pixels. Pixels can be represented as numbers, so this is a good input for our Model. The problem is that small changes, that we don’t even notice, can change how the Algorithm sees the same image. Even shifting the image of 2 pixels can change the eye’s color, for example.  
In Machine Learning we use features for the numbers that represent things, in this case, the pixels.   
A Low-Data/Raw-Data feature is an image’s pixel because individual pixels don’t carry important information. More meaningful information might be nose length/color.  
An important step of Machine Learning is extracting meaningful Features from Raw-Data.  
An example of getting meaningful data is considering only the edges of the cat by using some filter. For face recognition there is some custom code to read the eye/mouth/... shape.