Bag of Words:  
A bag-of-words is a representation of text that describes the occurrence of words within a document. It involves two things:

1. A vocabulary of known words.
2. A measure of the presence of known words. (machinelearningmastery.com

It’s used with the Written Text data

It ignores words’ order

It counts the number of times the world appears

There is one number for each word

Pros:

1. Simple
2. Same feature for each word
3. More frequent words are more important

Cons:

1. No words order
2. Lot of features that will be zero for each word