Bits can represent many different types of data. But if you need to represent something more complex, you need to combine bits together. Nowadays, you never use individual bits, in fact we often talk about bytes, not Bits. A Byte is a combination of 8 bits. Files, games, images are usually in Megabytes or Gigabytes. Kilobytes, smaller than Megabytes, is used with low-resolution images and small text files.  
If a Bit is a 1 or a 0, a Byte might be this: 0100 0111 (8 Bits). This Byte means a lot of things: the G letter if we are in a text file; dark gray if it tells the pixel’s color; 71 if it’s converted to a number.  
Numbers are really useful because you can use them to represent other things. Working with Binary numbers is easy. Just adding 2 ^ 1’s position, starting reading from the left.  
Till now we’ve talked about positive number, but you can also represent fraction and negative numbers.