**Vector Embeddings** is a popular technique to represent information in a format that can be easily processed by algorithms, especially deep learning models. This **‘information’** can be text, pictures, videos and audio.

Vector embeddings are mathematical representations of objects, such as words, images, or users, in a continuous vector space. Each object is mapped to a point in this space, typically as a list of numbers (a vector), in such a way that similar objects are placed closer together. This allows computers to process and understand complex data by capturing the relationships and similarities between different objects.

For example, in natural language processing, words with similar meanings have embeddings that are close to each other in the vector space.