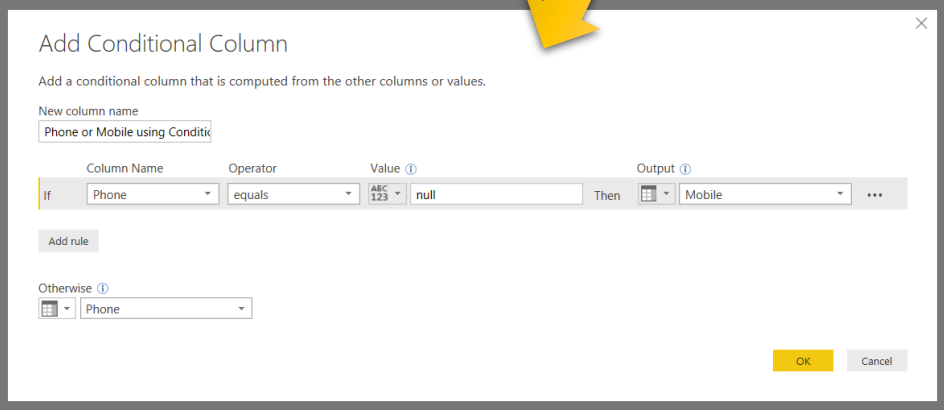
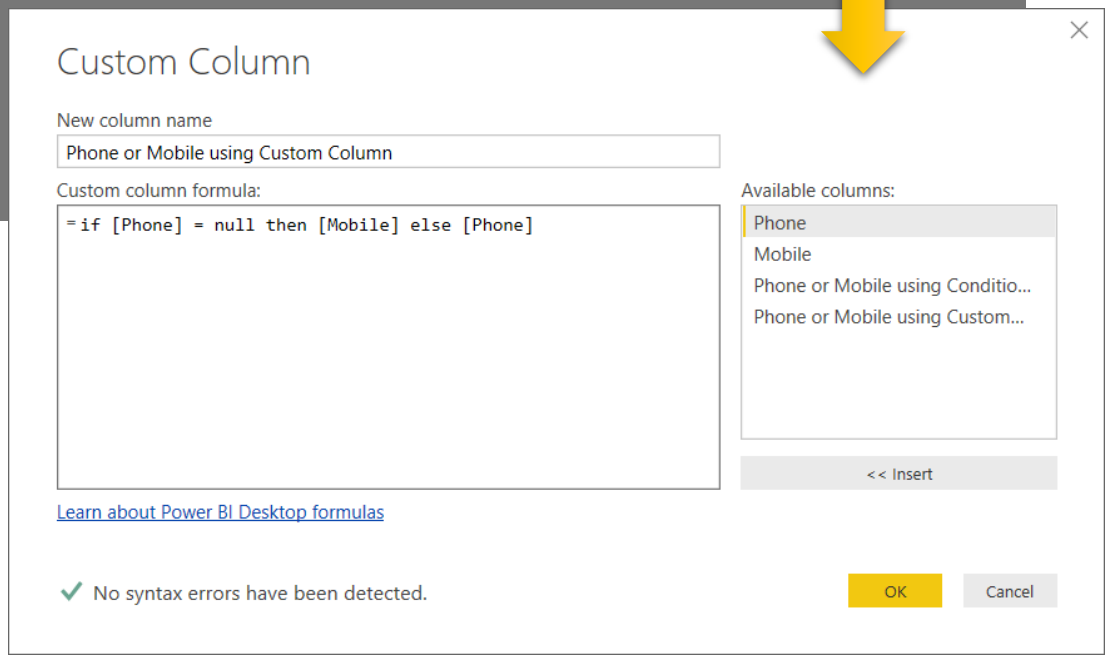
```
Phone or Mobile using DAX = IF(ISBLANK(Contacts[Phone]),
                                Contacts[Mobile],
                                Contacts[Phone])
```

DAX

Phone	Mobile	Phone or Mobile using DAX	Phone or Mobile using Conditional Column	Phone or Mobile using Custom Column
9611001122	9613111222	9611001122	9611001122	9611001122
9615003344		9615003344	9615003344	9615003344
	9613444555	9613444555	9613444555	9613444555

Query Editor | **Conditional Column**

Query Editor | **Custom Column**