```python
from sklearn.datasets import load_iris
from sklearn.model_selection import train_test_split
from sklearn.naive_bayes import GaussianNB
from sklearn.metrics import confusion_matrix, accuracy_score,
classification_report
import seaborn as sns
import matplotlib.pyplot as plt

# Load dataset
iris = load_iris()
X, y = iris.data, iris.target

# Split into training and test data
X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.3,
random_state=42)

# Create and train the Naïve Bayes model
model = GaussianNB()
model.fit(X_train, y_train)

# Predict on test data
y_pred = model.predict(X_test)

# Evaluate the model
print("Accuracy:", accuracy_score(y_test, y_pred))
print("\nClassification Report:\n", classification_report(y_test, y_pred,
target_names=iris.target_names))

# Generate confusion matrix
cm = confusion_matrix(y_test, y_pred)

# Plot confusion matrix
sns.heatmap(cm, annot=True, fmt='d', cmap='Blues',
            xticklabels=iris.target_names,
            yticklabels=iris.target_names)
plt.title("Confusion Matrix - Naïve Bayes")
plt.xlabel("Predicted Label")
plt.ylabel("True Label")
plt.show()
```